



# 100% Web

THE 100% WEB SERVICE IS THE ON-LINE EMPLOYMENT SERVICE FOR JOBSEEKERS WHO HAVE ENTERED THE 'GUIDED' SUPPORT I.E. FOR JOBSEEKERS QUITE CLOSE TO THE LABOUR MARKET, WHO ARE ICT LITERATE AND VOLUNTEER TO USE THE 100% WEB APPROACH

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## FRANCE

There is a rising demand for on-line services (in both market and non-market sectors) from users and PES clients who consider such services more responsive, more practical, easier to access and better adapted to their needs. Fostering individuals' self-sufficiency and self-management is also a way to better allocate PES resources for employment support.

Name of the PES

Pôle emploi

When was the practice implemented?

Pilot started Spring 2014. On-going work to further implement the service by 2016.

What were the practice's main objectives?

- ▶ Simplifying contacts with French PES, avoiding transportation costs and constraints (time- and cost savings).
- ▶ Ensuring reactivity and flexibility.
- ▶ Improving public image.

What activities were carried out?

As set out above, 100 % Web is for jobseekers quite close to the labour market, who are ICT literate and volunteer to use the 100 % web approach.

Contact happens in three ways:

- ▶ Video: webcam interviews between jobseeker and his personal advisor (same content as face to face interviews)
- ▶ Chat: the jobseeker can ask questions about job search and get quick real-time answers
- ▶ Web call-back: jobseeker can request a phone contact with counsellor about different subjects (mainly benefits-related)

Besides those options, jobseekers can access five e-learning modules on writing CVs, preparing for interviews or improving their use of professional social networks, and also get information about green jobs sectors.

After completion of each module, the jobseeker answers a short questionnaire that can be accessed by the job counsellor.

After a first face-to-face compulsory interview, a check is carried out on entitlement and (if positive) consent of the jobseeker is sought in order to use this means of contact.

Dedicated counsellors are appointed on a voluntary basis and get specific training to use the service.

During the pilot phase, work was organised in two different ways: '100 % Web' was provided either within a local office or through a dedicated platform.

Jobseekers can request, at any time, to go back to face-to-face support.

What outcomes/results have been achieved?

The pilot assessment showed very high levels of satisfaction and image improvement among users (jobseekers) as well among job counsellors who had taken part. Increase in staff ownership. Skills development through specific training is provided to jobseekers on-line.

Currently the impact on transitions to employment is difficult to measure, all other things being equal. Further evaluation is envisaged.

What are the lessons learnt and success factors?

Success factors include the need to fully understand users' expectations while taking the digital path; that it be based on voluntary participation on both sides; ensuring in-house ownership as well as technical reliability; providing appropriate training to job counsellors; Implementations challenges: significant investment both in staff (training) and equipment (IT, workplace design).



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