THE EMPLOI STORE IS A DIGITAL EMPLOYMENT SERVICES PLATFORM[1] POWERED BY PÔLE EMPLOI (FRENCH PES) THAT BRINGS TOGETHER A CATALOGUE OF OVER 300 WEBSITES AND MOBILE APPLICATIONS FOR JOB SEARCH, TRAINING AND CAREER DEVELOPMENT.

Emploi store

FRANCE

Digital services for jobseekers, including those developed by the French PES and those developed by external companies, are scattered across the web and constantly evolving. This makes it difficult for both the jobseekers and French PES counsellors to use them effectively. Emploi store provides a single online point of access that allows users to independently conduct a more focused search for information, saving time. Nevertheless, the PES counsellors remain available to help jobseekers with lower digital skills.
A key success factor is that users can use the Emploi store independently, at their own pace and in accordance with their own needs.

Name of the PES	French PES (Pôle emploi)
Scope of measure	National
When was the practice implemented?	June 2015 - ongoing
What was the driver for introducing the practice? Was it internal or external?	Given the increasing number of jobseekers looking for guidance, the French PES decided to adopt a strategy focused on using available resources more efficiently. The strategy foresees that counsellors focus on people furthest away from the labour market while other jobseekers can make independent use of the online services/applications that they find on the Emploi store's catalogue.
The creation of the Emploi store was part of French PES' digital transformation. In 2017 nine out of ten jobseekers were looking for job vacancies and advice on the internet. So, the French PES decided to adapt and provide help to users looking for information online, guiding them through the existing ecosystem of online services for job search, training and skills development.
Which organisation was involved in its implementation?	Besides the French PES, a large number of other partners are involved including, for example, employment and training professionals, big firms, start-ups, public organisations, independent developers etc. Partners can advertise their digital services on the platform provided that those services are available for free.
Which groups were targeted by the practice?	Autonomous jobseekers and people who seek information, guidance, methods and tools to change or develop their career.
What were the practice's main objectives?	Emploi store's main objective is to gather in a single online location a range of available online employment services and applications, in order to help jobseekers and people hoping to change or develop their careers find the tools they need in order to get the information they are looking for.

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1   www.emploi-store.fr

What activities were carried out?	The activities of the Emploi store include: ▸ 316 free digital services are displayed on the Emploi store website including 62 massive open online courses (MOOCs), e-learning games, interview simulators, quizzes and other tools such as a job board displaying vacancies and the possibility to submit applications[2]. ▸ All services/applications have a short description and a rating by users (from one to five stars). The services are grouped according to the following categories: choose an occupation, find training, prepare your application, find a job, create an enterprise, working abroad. ▸ Once a digital service is selected, the user is redirected to the relevant website or to an online store where the service can be used or downloaded for free. ▸ A questionnaire is available that works with a deep learning[2] recommendation engine, processing the information provided by the users and directs them to the top ten services that most closely reflect their needs. The questionnaire is available to everybody without the need to be registered on the website. ▸ Inspirational stories of Emploi store's users, articles about various topics linked with the labour market and news on new digital services available on the catalogue are shared on Emploi store's blog[4]. ▸ The Emploi store also includes a section called 'Emploi store for developers' where developers can access the Emploi store data for free via a catalogue of application programming interfaces[5] (APIs) and develop new applications and services for jobseekers.
What resources and other relevant organisational aspects were involved?	▸ It is not possible to download the applications directly from the Emploi store – it redirects the user to the service selected which can then be used or downloaded for free. The mobile applications included in the catalogue can be downloaded from the existing online stores (App Store, Google Play, Windows Phone Store, Blackberry World etc). ▸ Although the users are able to carry out a number of tasks independently, French PES counsellors remain available to provide additional support. ▸ All French PES counsellors have been trained to use the Emploi store. Since 2016 the Emploi store is used as the default homepage for PES counsellors' computers in order to get them familiar with it. ▸ The Emploi store is mostly promoted through the French PES' Facebook page, e-mails sent to new registered jobseekers, and through flyers. Moreover, the PES counsellors advise jobseekers about the Emploi store during their meetings with them.
What were the source(s) of funding?	Funded by the French PES
What were the outputs of the practice: people reached and products?	▸ The Emploi store website receives approximately one million visitors per month[6]. ▸ The figures from 2016 reports 14 million visits on the website[7]. ▸ On the Emploi store for developers, in October 2018 the 25 APIs available on the website were used for 108 digital services.
What outcomes have been identified?	Jobseekers are able to find a job more quickly thanks to the use of the right digital services. The French PES are preparing to launch a study in 2019 on the relationship between the use of digital services and the length of the time spent looking for a job, in order to demonstrate that the use of digital services decreases the length of time spent looking for a job. This research will be done through the use of a data lake that uses data both from the users of the French PES and from the users of the Emploi store platform.

2   Approximately 60 services/applications are provided by the French PES, while approximately 250 are provided for free by other partners.

3   Deep learning is a machine-learning method based on the use of algorithm.

4   Internet: https://blog.emploi-store.fr/

5   Application programming interfaces are a set of programming instructions and standards for accessing a Web-based software application or Web tool.

6   PES Network Working Group – Increasing PES Connections and the Use of Analytics, 'Open' Innovation: creating new services for jobseekers', presentation from the French PES (Pôle emploi), Paris, 26 October 2018.

7   AI Paris 'From Big Data to Artificial Intelligence', presentation from Stéphane Rideau, Paris, 12 June 2018.

What are the lessons learnt and success factors?	The lessons learnt include the following:
	▶ French PES counsellors remain available for guiding jobseekers with lower digital skills or who are further from the labour market.
	▶ Counsellors need to be trained to use the Emploi store in order to provide a better service.
	The success factors include the following:
	▶ Users can use the Emploi store independently and at their own pace and in accordance to their own needs.
	▶ The deep-learning recommendation website guides the user to find the service best adapted to his/her needs.
	▶ The partnership with companies and organisations providing different kinds of digital services related to job search, labour market or training allows the French PES to display a wide range of services for the users on the Emploi store.

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