AN ONLINE SEARCH ENGINE FOR JOBSEEKERS TO FIND OUT WHICH COMPANIES ARE LIKELY TO BE RECRUITING IN SPECIFIC LOCATIONS IN THE NEAR FUTURE.

La Bonne Boite

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La Bonne Boite is an online tool that identifies companies with a high probability of hiring within the next six months in the sector and geographical area selected by the jobseeker – the tool is based on advanced statistical algorithms (https://labonneboite.pole-emploi.fr/). The objective of La Bonne Boite is to help jobseekers find job opportunities that are not published by employers (i.e. 'hidden vacancies').

The tool is mainly available on Emploi-Store.fr. However, it is also available on the platform 'Github'[1], which means that La Bonne Boite's computer code can be copied and used by others. There is also an Application Programming Interface (API) which enables the duplication of La Bonne Boite on other websites.

To date, La Bonne Boite is one of the most used job searching services in France and it is about to be further developed in order to target more specific types of jobseekers, like students, that are looking for part-time jobs. This search engine improves a jobseeker's chance of securing a job interview on the basis of spontaneous job applications.

Name of the PES	French PES (Pôle emploi)
Scope of measure	National La Bonne Boite is available generally in France and French overseas regions.
When was the practice implemented?	Since 2016 - ongoing
What was the driver for introducing the practice? Was it internal or external?	At the French PES, through a start-up incubator "La Fabrique", intrapreneurs[2] come up with ideas that have the potential to evolve into projects. La Bonne Boite is one of the start-ups developed as part of this incubator programme. The idea for La Bonne Boite came from a French PES member of staff, Eric Barthélémy, who received support from the French PES. The project was developed within six months of presenting the idea.
Which organisation was involved in its implementation?	The French PES was the main organisation involved the implementation of La Bonne Boite alongside an external data scientist.
Which groups were targeted by the practice?	Jobseekers interested in finding a specific occupation in a specific location.
What were the practice's main objectives?	The aim of La Bonne Boite online tool is to predict which companies are most likely to hire in the near future, and therefore, helps jobseekers to find jobs in the 'hidden market'. The latter refers to hidden vacancies that are not advertised/posted by employers. La Bonne Boite does not include all companies and all occupations - only the companies with high hiring potential that can offer jobs in occupations included in the Operational Directory of Professions and Jobs. La Bonne Boite does not advertise job offers. But instead provides jobseekers with a list of companies near to their chosen location that are likely to hire soon. La Bonne Boite's search results include possible job opportunities involving normal employment contracts as opposed to alternative contracts ('contrats en alternance'). However, there is another search engine, La Bonne Alternance, providing information on the latter. French PES services are also improved through the availability of La Bonne Boite by providing innovative online systems that exploit data coming from various public and private actors in the employment and social security sector.

1   https://github.com/StartupsPoleEmploi/labonneboite
2   For more information, please see the Employer Intrapreneur Programme PES Practice available here:
    https://ec.europa.eu/social/BlobServlet?docId=20522&langId=en

What activities were carried out?	Activities carried out include the following: ▸ A website was created for La Bonne Boite, a search engine through which jobseekers can enter a search for the type of job they are looking for as well as the geographical location they are searching in. ▸ Each employer is provided with a rating (from 1 to 5, with 5 being extremely likely to recruit) and only those rated 2.5 or above will be visible to users. ▸ The practice is based on a database, updated each month, according to pre-employment declarations (Declaration Préalable au Recrutement), a compulsory form that companies must fulfil with URSSAF[3] when they recruit. When a jobseeker enters an occupation and a location, an algorithm gives a list of the firms that will potentially recruit in the next six months. Information is provided for each company appearing in that list. ▸ La Bonne Boite allows also for a refined search not only based on the sector of activity and location but also on the size of the company and the location radius. ▸ In order to ensure the best user experience, since the beginning of La Bonne Boite the French PES team working on the tool visit job seeking agencies and asks jobseekers' opinions on La Bonne Boite and suggestions for its improvement.
What resources and other relevant organisational aspects were involved?	Three French PES counsellors and two IT developers were involved in the development of the practice. Specifically, the PES counsellors involved at the outset of the project included the intrapreneur PES employee and two other PES counsellors (one as business developer). As for the IT team, it consisted of a data scientist (external) and an internal IT development specialist. The PES counsellor who came up with the idea now works exclusively on the project and has autonomy in managing the project. He works one day per week at the French PES headquarters with the IT team and meets with the PES coach. Jobseekers were involved in the design and development of the service: a design (first a drawing and then a digital screenshot) of the service was shown to jobseekers at various French PES offices and their views and ideas on the service were sought. This jobseeker involvement is still ongoing in order to ensure that La Bonne Boite meets the expectations of the jobseekers.
What were the source(s) of funding?	At the beginning, costs were covered by the French PES. Today, the European Social Fund provides 50 % of the funding.
What were the outputs of the practice: people reached and products?	The website search engine of La Bonne Boite was created using algorithms. La Bonne Boite is one of the most used services in France and the most used on the platform Emploi-store.fr; it has more than 400 000 hits per month via the API and 10 000 via the website. Regarding its predictions, 70-80 % of the predictions on whether companies will recruit or not are correct. Today, the number of single users using the service is 4 million. Through an API, the service can be use by other partners as well. To date, nine partners use La Bonne Boite through the API: for example, it is possible to find La Bonne Boite results in an external service e.g. BOB emploi (https://www.bob-emploi.fr/?utm_source=emploi-store)

3   URSSAF (Unions de Recouvrement des Cotisations de Sécurité Sociale et d'Allocations Familiales Organisations for the Collection of Social Security and Family Benefit Contributions)

What outcomes have been identified?	Using La Bonne Boite:
	▶ optimises the sending of jobseekers' spontaneous applications;
	▶ limits negative feedback from employers; and
	▶ increases the chances of securing a job interview.
	Regarding the customer feedback, 220 jobseekers evaluated the service online with an average rating of 3.5 out of 5.
	This practice has inspired the Luxembourg PES to further develop 'Jobomat' which has the ability to translate job descriptions into German and English. In January 2019, a new functionality will be added in Jobomat: similar to France, jobseekers will have information on companies that are likely to recruit in the future.
What are the lessons learnt and success factors?	Gathering accounts of user experience is very important to ensure that the product (La Bonne Boite) is useful to jobseekers. Involving jobseekers in the development of La Bonne Boite was crucial to its' success. La Bonne Boite showed that available information, effectively exploited, can offer many advantages regarding job opportunities; through La Bonne Boite hidden jobs are discovered simply by gathering available data and using it in an appropriate way.
	Key to the success of La Bonne Boite is the profile of the intrapreneur, Eric Barthélémy: he is a French PES counsellor aware of jobseekers' problems and capabilities and with numerous soft skills which are very important to lead a project and explain how the service functions to large audiences. Moreover, the intrapreneur is given a lot of autonomy concerning how the project is managed and further developed. He meets with the French PES CEO once every six months to discuss concerns and ideas for the future.

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