Success Story:
Better supporting long-term unemployed, young people and other vulnerable groups at the Cyprus Public Employment Services

Challenges
Enhancing the capacity and efficiency of the public employment services (PES) in a difficult financial and human resources context to i) better support long-term unemployed, young people and other vulnerable groups and ii) to improve outreach to non-registered unemployed, following the 2016 Country Specific Recommendations to Cyprus.

Success Factors
• The Mutual Assistance Project and the external assessment process helped the PES to identify key reform priorities.
• The use of the PES performance dashboard enabled the PES to analyse where it stood in relation to other Member States.
• Developing a clear Action Plan supported a more coherent and consistent change process, including commitment from senior management to follow-up on the plan.
• High staff motivation, participation and their willingness to point to problems – supports change and continuous learning.

Results
Significant progress has been made in reforming the Cypriot customer segmentation approach, improving monitoring results of ALMPs and improving services for employers.

Actions

Use of IT for self-service provision
Creating an online matching tool to facilitate employers’ searches and digital services for ‘job-ready’ jobseekers.

Customer segmentation & functionalisation of services
Segmenting jobseekers by distance to the labour market. Delivering more personalised sessions for minimum income recipients, young people, long-term unemployed and other vulnerable groups.

Services for employers
Establishing better cooperation between PES and larger employers to increase number of vacancies (pilot around Limassol).

Performance management
Revising manual of PES processes (for counsellors) with more detailed instructions. Increasing numbers of counsellors to address staff shortages in 2018 (temporary).

Evidence-based design & delivery of ALMPs
Developing an electronic system to monitor and evaluate ALMPs based on performance indicators and quantified targets.

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