



'I RECRUIT' IS AN ONLINE SERVICE ALLOWING EMPLOYERS TO IDENTIFY AND DIRECTLY CONTACT POTENTIAL CANDIDATES WITHOUT PASSING THROUGH LE FOREM.

'I recruit': Online service for employers

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'I recruit' is part of the digitalisation reform of services providing physical and digital services ('phygital') to employers and jobseekers. It addresses the employers' desire to contact possible candidates for vacancies quickly and directly. The online service is simple, intuitive and easy to use: employers can use it without even posting a job offer or having to read a manual.

Name of the PES	Le Forem (Walloon Regional PES).
Scope of measure	Regular practice at regional level (Wallonia).
When was the practice implemented?	A test phase was organised in March 2018 with 30 employers. A first, small scale implementation then took place in May 2018 for all employers that were already Le Forem customers active in the areas best covered by the available CV database. The full implementation phase, open to all employers, started in June 2018.
What was the driver for introducing the practice? Was it internal or external?	In the context of the digitalisation of services and the empowerment of users, employers expressed a desire to connect more quickly and more efficiently with the candidates that best meet their needs.
Which organisation was involved in its implementation?	The initiative came from Le Forem Headquarters.
Which groups were targeted by the practice?	Employers wanting to recruit online.
What were the practice's main objectives?	To make employers more autonomous and efficient in finding candidates.
What activities were carried out?	<ul style="list-style-type: none"> ▶ Employers wishing to contact candidates connect directly to the https://www.leforem.be/entreprises/chercher-un-candidat.html page and identify themselves securely on the 'I recruit' application. No training or manual reading is required beforehand, but a call centre is available in case the employers need assistance. ▶ Employers fill in their needs according to three criteria: occupation, skills required, and location. ▶ The application then proposes a list of potential candidates along with their contact details and CV, as well as the percentage to which each candidate fulfils the criteria. ▶ Additional search criteria can also be introduced by the employers (for example regarding the driving licence).
What resources and other relevant organisational aspects were involved?	<ul style="list-style-type: none"> ▶ The online application was developed within Le Forem. ▶ A promotional campaign was sent by email to all Le Forem customers once the new service was available. ▶ Le Forem employer counsellors took part in an information and change support programme.

What were the source(s) of funding?	Le Forem budget.
What were the outputs of the practice: people reached and products?	<ul style="list-style-type: none"> ▶ Monitoring of the use of online services shows that the tool is used regularly by employers. ▶ Counsellors are positioned as an additional resource with high added value in the event of more sensitive/difficult research.
What outcomes have been identified?	<ul style="list-style-type: none"> ▶ According to the feedback received from employers, they feel more autonomous and better equipped to quickly meet their recruitment needs. ▶ Employer counsellors can intervene and help at the company's request to ensure more precise matching.
What are the lessons learnt and success factors?	<ul style="list-style-type: none"> ▶ The online service is simple, intuitive and very easy to use. Employers can use it without having to read a manual. ▶ At the design stage, a preliminary benchmarking study was carried out with other PES that had already initiated a similar service. ▶ A test was conducted in real conditions with a small number of users. A satisfaction survey was carried out and improvements were introduced before production began. ▶ Dividing the implementation phase into two stages made it possible to collect additional feedback before offering the service to all employers. ▶ Since the beginning of the implementation phase, employers can address any questions to a call centre. The questions that can lead to system improvement are communicated by the call centre to the department in charge of continuous improvement. ▶ Before the implementation of the 'I recruit' service, another online service ('My Profile') was already available for citizens who wanted to post their CVs online. Therefore, a CV database could be queried to respond directly to employers' requests.



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