

Labour market challenges in France

Current digital revolution :

9/10 of jobseekers and companies use digital to seek a job/employee
Digital divide: 5 million people in digital precarious situation (difficult access/use)

A growing working population (28.6 million)

+1,3 million of workers in 2025

Unemployment rate:

10,1%

Young people (age 15-24): 23,7%
(Eurostat – Mars 2017)
1,9 millions NEET (15-29 ans)

Recurring unemployment:

→1/3 of people registering are re-registering
→1/3 of job seekers are working while still registered

Substantial differences between territories

A skills shortage

which is increasing the imbalance of the labour market

A vast amount of fixed term contract hiring (CDD) 87% of recruitments

Gross domestic product

1.1 % in 2016

66 million inhabitants

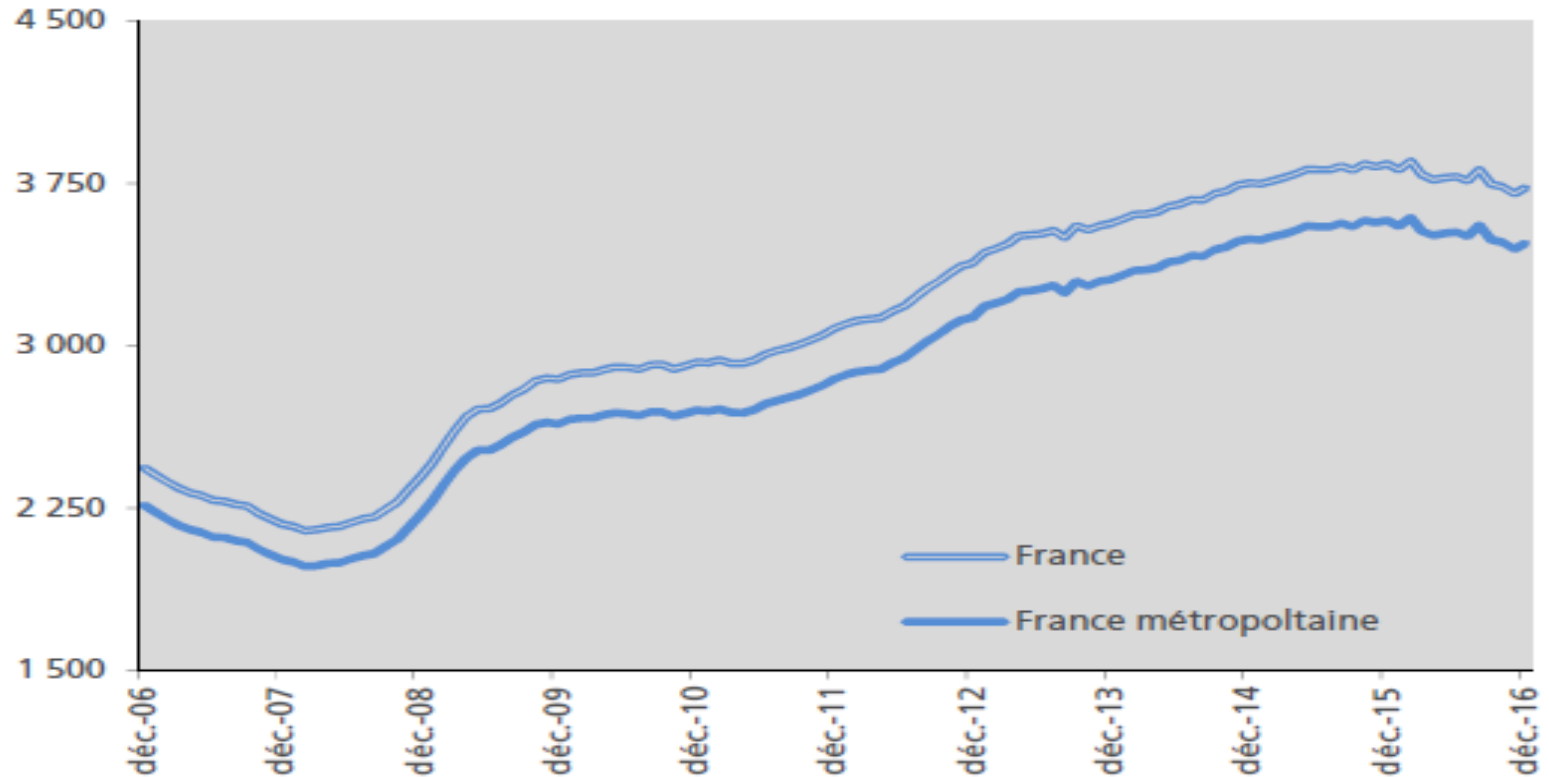


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Unemployment trends in France

Demandeurs d'emploi en catégorie A

En milliers, données CVS-CJO



Source: DARES

December 2016 - Unemployment rate in France: 9.6 % - Euro zone unemployment rate: 9.6% (source: Eurostat)

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Pôle emploi missions



Key Pôle emploi figures (2016 data)



54,000 employees distributed across France



1 248 500 more job seekers since Pôle emploi was founded (category A)



36,5 billion euros paid out to job seekers



910 local agencies and liaison centres which welcome 24 million people each year



8,8 million benefit request applications processed



45.6 million users per month on Pole-emploi.fr



403,500 companies use its services



41 million calls



2.1 million downloads of Pôle Emploi mobile applications

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Pôle emploi results (2016)



Over 3.9 million job seekers found a job, which is an increase of 5.8% in one year



94,2 % of job seekers paid on time (December 2016) +0,9% than in 2015



64% of job seekers are satisfied with the support provided by Pôle emploi, more than 71% satisfied in February 2017,



71 % of companies having used Pôle emploi's services are satisfied with them (+ 6,4% points since 2015)



456,723 subsidized contracts signed in 2016



975 200 job seekers are in training programs (December 2016)



Since January 2016, Pôle Emploi has been publishing its results at individual agency level

In 2016, 12 of the 14 results indicators defined by the State and Unédic showed improvement

A jointly financed €5.15 billion budget (2016)



Including:

- **€4.29 billion** in operations (staff, real estate, etc....)
- **€0.86 billion** in intervention (mobility assistance, training, hiring, outsourced services, etc.)
- **€0.13 billion** in investment

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Pôle emploi: a decentralized organization operating through a network of local agencies

Directorate General



Jean Bassères
Director General



13
Regional Directorates

130
Territorial Directorates

920
Pôle Emploi agencies



Pôle emploi 2020: the range of services



1 Start on the path to employment faster

- **Processing of registration and the request for benefits before the first interview** so it can be focused on diagnostics
- Support that begins **two months after registration at the latest**, or twice as fast as today.

2 Support people better in career changes

- A major **qualitative leap** in our ability to support people in career changes: redesign of diagnostic process, development of in-house expertise in **professional development counselling**, work alongside partners in the country.
- Actions carried out throughout the country to support people during **economic changes**.
- **The range of international services** redesigned to better integrate opportunities from the European and international labour markets

3 Becoming a trusted partner of companies in their hiring process

- Putting in place counsellors with a **company focus** to **better understand** employer needs and to be more **available**

4 Being ready for the digital revolution

- Initiation of the **digital transition** with actions taken in favour of a transparent labour market and an **accelerated** '100% web' approach
- **New online services** made available to job seekers and employers
- **Support for agents** to ensure these new services are promoted

5 Simplifying the lives of job seekers

- Strengthened efforts to **identify and respond to reasons** job seekers and employers may be **dissatisfied**
- Care in offering user-friendly services

Pôle emploi 2020: in-house organization



1

Giving our results a central role

- Return to work objectives on an **agency scale**
- The dashboard showing results, cost accounting, and **local satisfaction surveys** will be adapted to be easier to use on an agency scale
- Service quality objectives to translate into **external labelling of service commitments**

2

Improving our organization to offer better service

- Thanks to changes in our organization: more time for personalized relationships with job seekers (change in the way welcoming of job seekers is organized, outsourcing of certain administrative tasks, implementation of activity focuses, etc.)

3

Developing our skills and facilitating professional development

- **Training measures** and professional paths adapted for **supporting Pôle emploi agents in their work**, based on **predictive management of jobs and skills**
- A new multi-year training programme available
- Focus on enriched **manager support**

4

Innovating to prepare for the future

- Mobilization in favour of innovation continues by gradually opening the platform '**InnovAction**', the use of '**Lab**', and the use of data to the outside.
- Investments in place to equip Pôle Emploi with a more stable and agile information system.
- **New experiments launched** (for very small businesses, involuntary part-time workers, recurrent clients, etc.)

Counsellor specializations

- **Counsellors dedicated to job seekers, with whom they develop a personal relationship**
- **Counsellors dedicated to unemployment benefits**
- **4,200 counsellors dedicated to employers**
- **200 counsellors dedicated to control**



A renewed strategy towards employers



1. Three main strategic orientations

- A Service offer adapted to recruitments & labour market needs
- A service offer adapted to local concerns
- Optimize the means

2. Two Key Principles

- Mobilization of the Service Offer to the benefit of jobseekers
- Propose more targeted job vacancies based on jobseekers' features

3. Two objectives

- Improve the satisfaction rate of companies
- Improve the satisfaction rate of jobseekers

Become a trusted partner for employers

1/ 4,200 counsellors dedicated to employers

- **Pôle emploi was originally developed as a single-function organization (support, compensation, employers)**
- **Since 2015: over 4,200 counsellors dedicated to employers (one team in every local agency)**

2/ A service offer that focuses on SMEs and micro businesses

- **Before 2013: a uniform service offered to businesses which had to be changed to cope with the load**
- **Since 2013: a varied service offer including personalized support for SMEs and hard-to-fill vacancies (estimated at between 150,000 and 200,000)**
 - posting of vacancies on pole-emploi.fr as well as on partner job vacancy sites
 - help with writing job advertisements
 - filtering of applications
 - helping job seekers adapt to work positions

New online services for employers

- **Calculator for employers contributions**
- **Subsidies and actions simulator**
- **Find-profiles application**
- **Interview process support**
- **Online competences assessment**
- **Opportunity to provide online interview through video, to access agenda management features and candidates monitoring**
- **Online job fairs**



Range of services for employers

Territorial diagnostics

A targeted analysis of the labour market



pôle emploi

Labour Market

Transparency

Prospecting employers

Meeting employers to place job seekers

More offers

More visible CVs

Processing job vacancies

Two hiring support modalities:

- Support
- Assistance

CarriereOnline.com

viadeo

jobijoba

REGIONSJOB
CONNECTEUR DE RESSOURCES

monster

Meteojob



direct emploi



Online career fairs

4,200 counsellors dedicated to employers

"I'm hiring" app

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A Renewed Service Offer towards employers

Contacts with companies are organized around 2 types of professional situations

- **Employers reach for Pôle emploi**
 - ✓ Follow-up services in recruitment (basic service offer)
 - ✓ Intensive support to recruitment (reinforced service offer)
- **Pôle emploi prospecting employers**
 - ✓ from a quantitative to a qualitative collection of job vacancies

New Organization of the Network :

- **Dedicated Teams**
 - ✓ 4200 advisers specialized in relations with employers
 - ✓ 80% of their work time is dedicated to relations with employers

Two services for employers

Recruitment support for all employers

- Submission of job advertisements
- Definition
- Direct access to the online profile database
- Labour market information
- Transparency of the labour market

Intensive support for employers who need it most

- Profile pre-selection
- Recruitment advice
- Adaptation to the job
- Simulation hiring method

Two levels of service

The choice of the proposed services is based on two criteria :

1. **Autonomy of the company in its recruitment process**
2. **Gap between the characteristics of job vacancies and those of registered jobseekers**

After a thorough analysis, the adviser proposes the service more adapted to the situation, i.e., either :



Follow-up services

- Collect, register and publish the job vacancy
-
- Labour Market Information & Active Labour Market Measures
-
- Direct access to the CV on www.pole-emploi.fr
-
- Regular information on the progress of the recruitment process & alerts in case of difficulties

Intensive Support

- Recruitment consultancy:
 - ✓ Position analysis
 - ✓ Support in carrying out a job interview
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- Pre-selection: (3 levels)
 - ✓ Check the matching between the offer & the demand
 - ✓ Enhance candidates' profiles
 - ✓ Assessment
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- Adaptation of jobseekers to the workplace



Thank you for your attention!

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