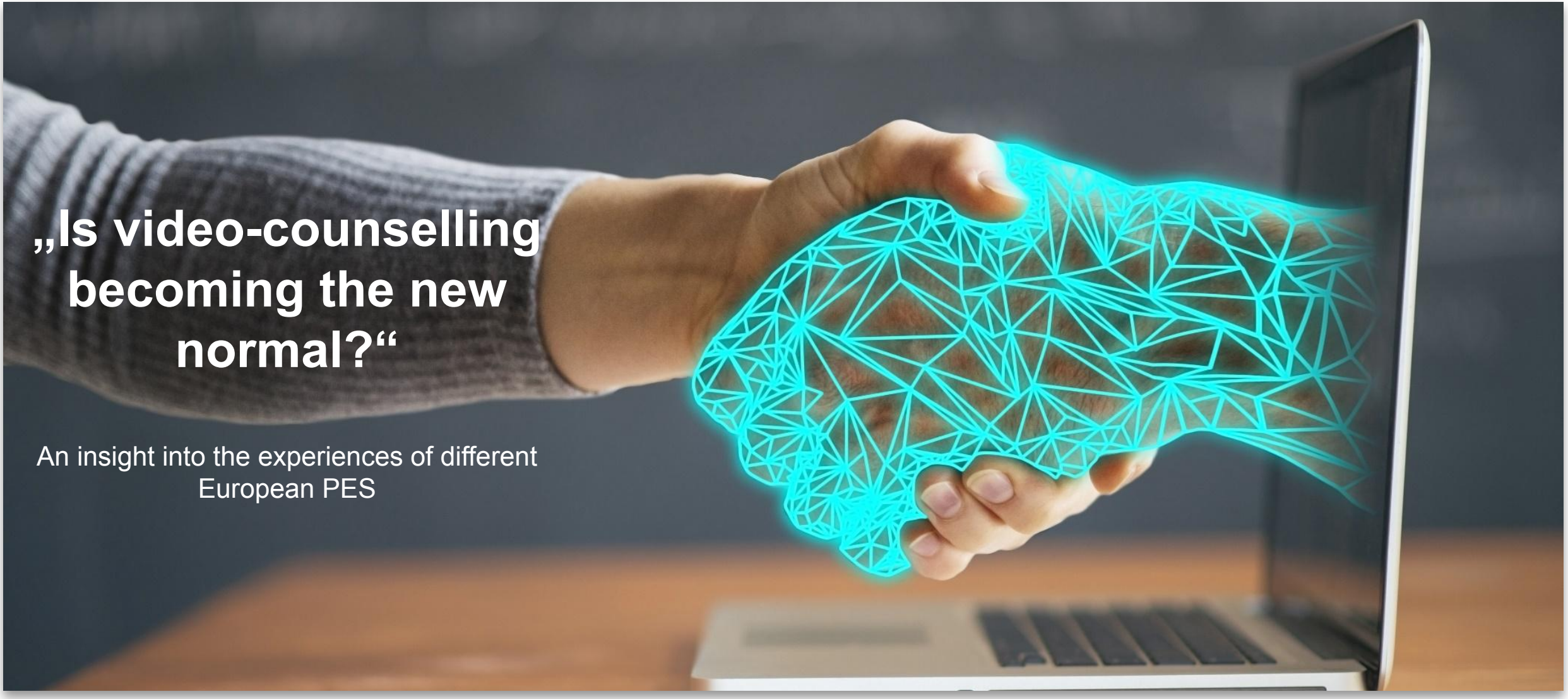
WAPES 12th World Congress – Topic: B2 – Service delivery and impact evaluation



Facts - German Federal Employment Agency

STRUCTURE		
1 HEAD QUARTER & 10 REGIONAL DIRECTORTES	**WORK AND JOB PLACEMENTS –** INDIVIDUAL COUNSELLING	**95.000** CUSTOMER CALLS PER DAY
156 EMPLOYMENT AGENCIES WITH 600 BRANCHES & 303 JOB CENTERS	**FINANCIAL SUPPORT**	**8.900** APPROVED APPLICATIONS FOR UNEMPLOYMENT BENEFIT
APPROX. 100.000 EMPLOYEES	**QUALIFICATIONS, EDUCATION, AND TRAINING –** SUPPORT AND COUNSELLING FOR CONTINUING EDUCATION	**5.700** VACANCIES FILLED
175.000 NETWORK COMPUTERS	**EMPLOYER SERVICE**	**8.000** TRANSITIONS FROM UNEMPLOYMENT TO EMPLOYMENT AND TRAINING

21.474
Video Counselling *
performed in February 2022

* Cumulated numbers by SGB II and SGB III as of a BA - statistical report, taken in the time period of Nov. 2020 – Feb. 2022

A balance between inclusivity and efficiency – is there a possibility?

In principal, virtual counselling is suitable for all target groups

17 out of 24 PES *
use virtual counselling formats like video or chat

Wider use of online channels increases profitability - counselling is more comprehensive

A hybrid future is envisaged in order to involve all customer needs

Challenged by

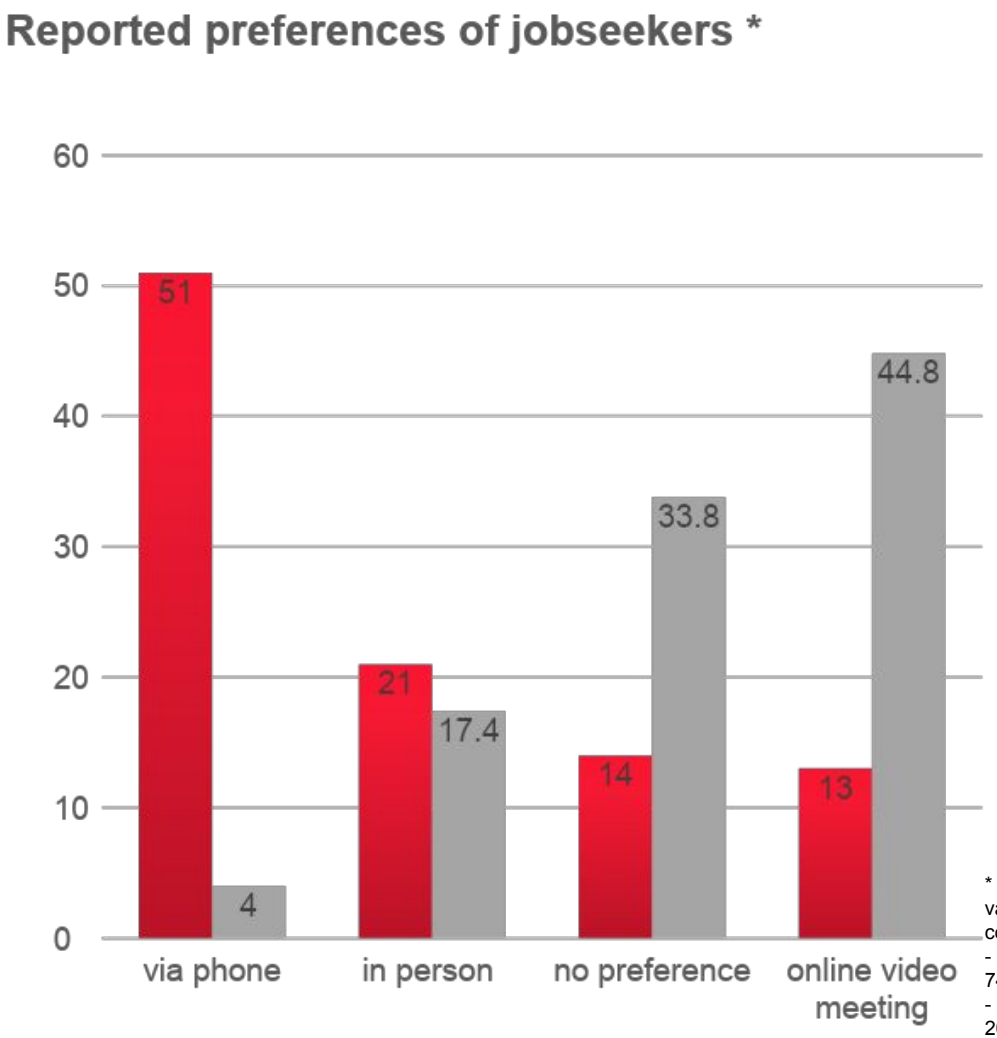
Technology Capacity and Capability

Data Privacy Regulatory Environment

Human Acceptance

* Survey taken in 2021 by the European Representation of the German Federal Employment Agency

What are the preferences of the customers? An example on PES Netherlands and Germany



* different time frames and different questions lead to various results, therefore they are not necessarily coherent
- Germany - Evaluation period Nov. 2020 – Feb. 2022, 74.000 survey participants
- Netherlands – Evaluation period from Jan. to June 2022 wihin a representative survey

Are there any limits to virtual counselling?

- Lack of empathy, intuition and creativity in a virtual format
- Use and interpretation of body language is missing

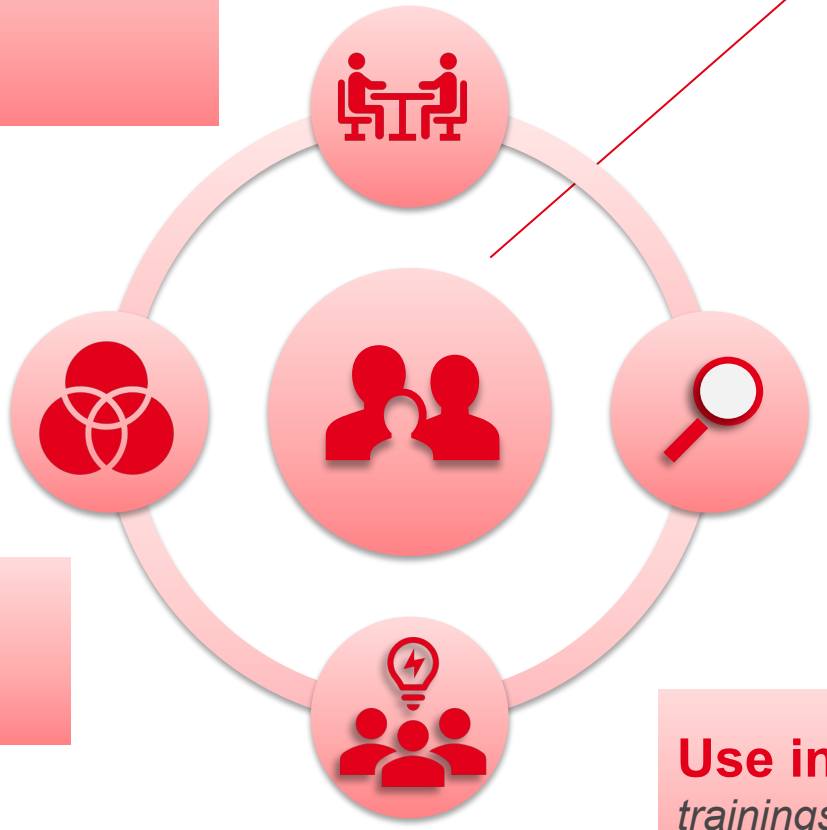
- Lack of digital skills
- Smartphone use: lack of suitable internet tariff or wifi access and no financial possibilities to increase it

- Lack of video equipment
- Poor internet connectivity in certain areas in Germany
- Out of 4.000 possible calls per day, only 250 - 300 are used daily (numbers increasing)

How to overcome possible challenges – reaching out to vulnerable groups

Build Trust
*regular and individual meetings in face to face **and** online meetings*

Use Possibilities
*according to BA- Survey **96,1 % *** customers would recommend video counselling and employees perceive video counselling as a supportive interaction*



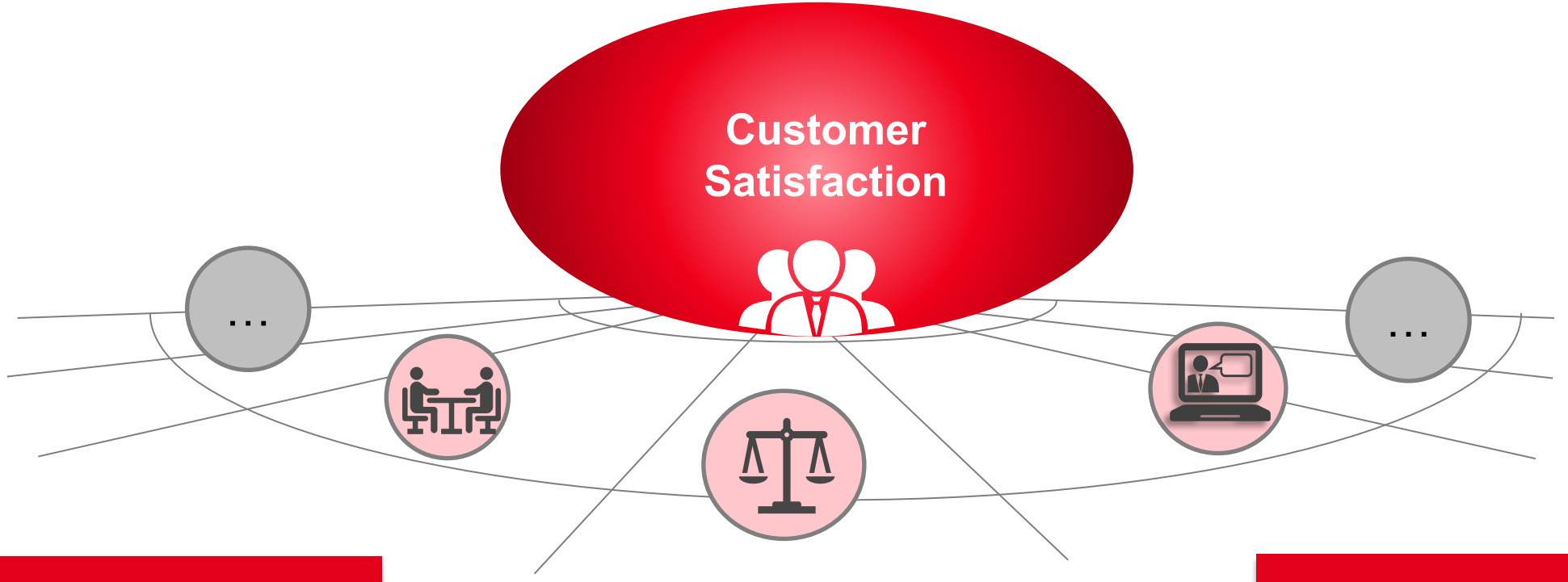
Motivate
support and give actual job referrals

Develope Similarities
similarities between jobseekers and counsellors (e.g. age, gender…)

Use intensive group job search trainings
trainings not only improve the effectiveness of job search, but also lead to a more realistic understanding

* Germany-Evaluation timeframe Nov. 2020 – Feb. 2022, 74.000 survey participants

Hybrid Counselling – a balanced mix

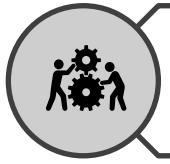


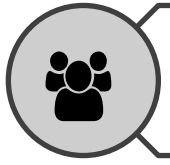
Perceived service quality -
trough the traditional channel

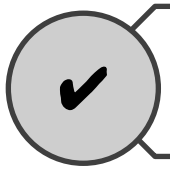
Multi-channel integration quality
Video Counselling is established as a complementary communication channel – not a substitute

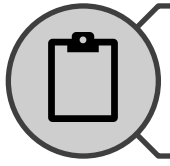
Perceived service quality -
through the virtual channel

What can we conclude?









THANK YOU FOR YOUR ATTENTION!