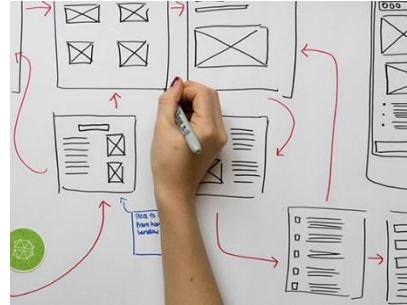


Digital technology at Pole Emploi



Key figures



854
LOCAL
AGENCIES



403 000

companies using services
of Pôle emploi



3 518 000

Jobseekers (July 2017)

8,8

MILLION



benefit applications processed



7,4 MILLIONS

job offers posted on pole-emploi.fr



45,6 MILLION

visits per month on pole-emploi.fr



2,1 MILLION

downloads of pole-emploi.fr
mobile app

Highlights- June 2017



4 MILLION

of people registered with Pole emploi
return to job in 2016



73%



of companies satisfied with the relevance
of applicants shortlisted by Pole emploi



875 000

trainings asigned to jobseekers



94,4%

of benefit applicants
processed without errors



71,2%

of jobseekers satisfied with
their support by Pole emploi

5 strategic areas

1. **Do more for the Jobseekers** who need the most, and better support Career Transitions
2. **Become the trusted partner for companies** in their recruitment
3. **Succeed in the digital transformation**
4. **Reinforce partnership** in a logic of openness and complementarity (in expertise and knowledge)
5. **Be managed with performance-based approach** and by betting on Trust

6 strategic priorities for digital technology at Pole Emploi

1. Simplify access to high-quality online information and services
2. Develop more accessible online services by taking better account of the user experience

3. Use joint innovation and data to enrich digital services

4. Develop the physical-digital mix for monitoring and support

5. Ensure that digital technology serves advisers
6. Develop jobseekers' digital self-sufficiency

1. Simplify access to high-quality online information and services
2. Develop more accessible online services by taking better account of the user experience

By using market standard for service design



Using UX - Why ?

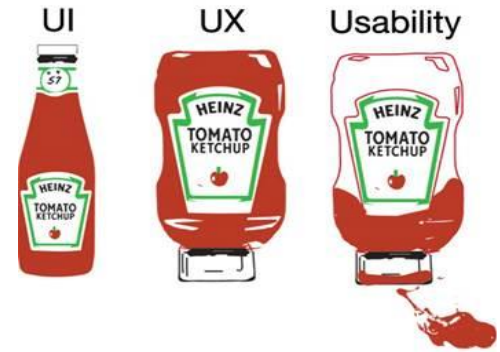
3 objectives :

- ❖ Enhancing users **satisfaction** and the global system performance with **value**
- ❖ Designing with a **crosschanneled** focus
- ❖ Reducing « **Time-to-Market** »

To create a product/service



USABLE
USEFUL
USED



By focusing on consumers, their needs, their demands

Make jobseekers' registration more fluid with the "easy to read and understand" method



old version

new version

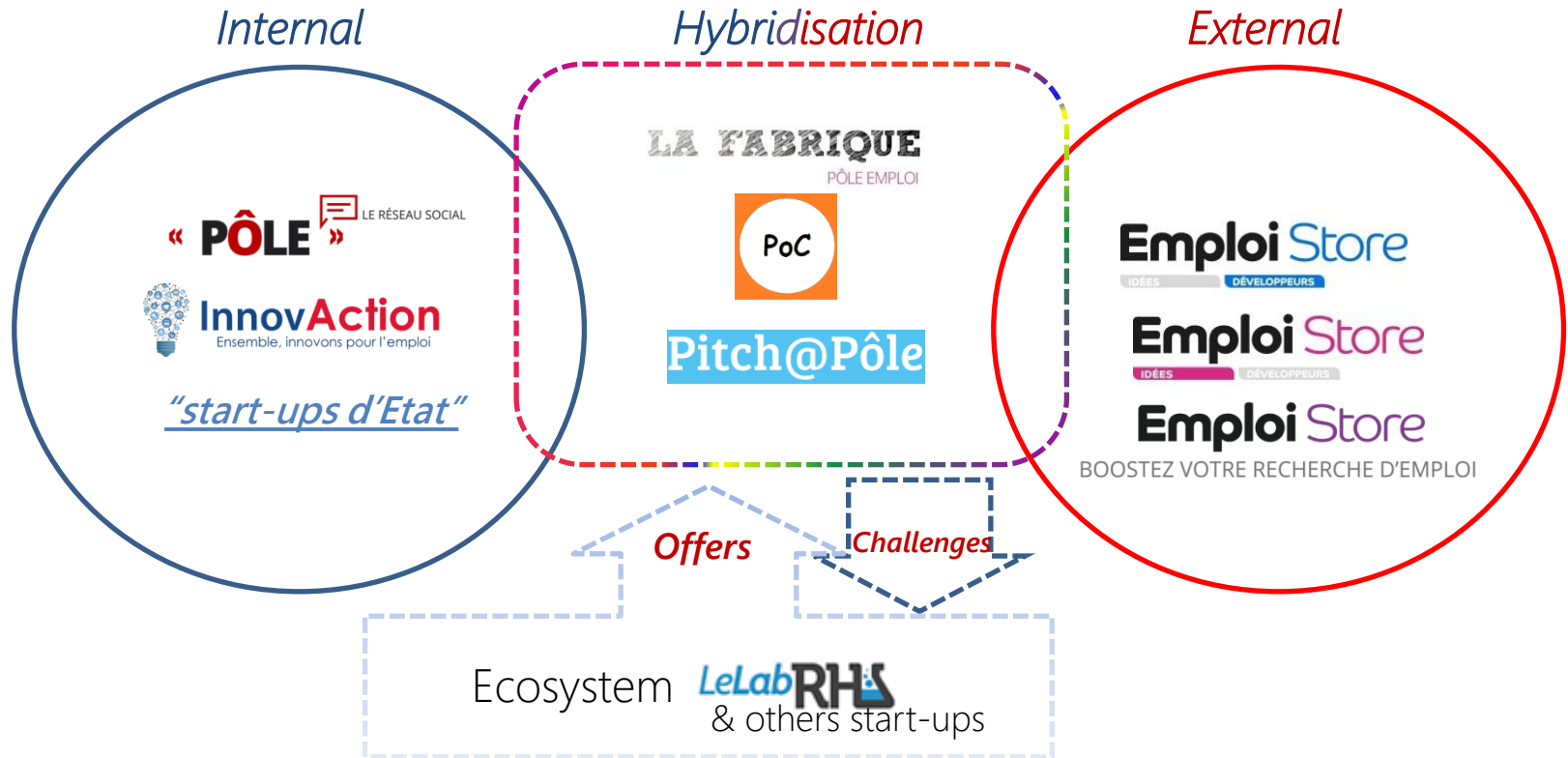
- **Design session** at the Pole Emploi LAB to take better account of the needs of ALL users, internal and external
- **Specific sessions for people with high-difficulties** including people with cognitive disabilities, advisers etc.

3. Use joint innovation and data to enrich digital services

Detecting value with our ecosystem

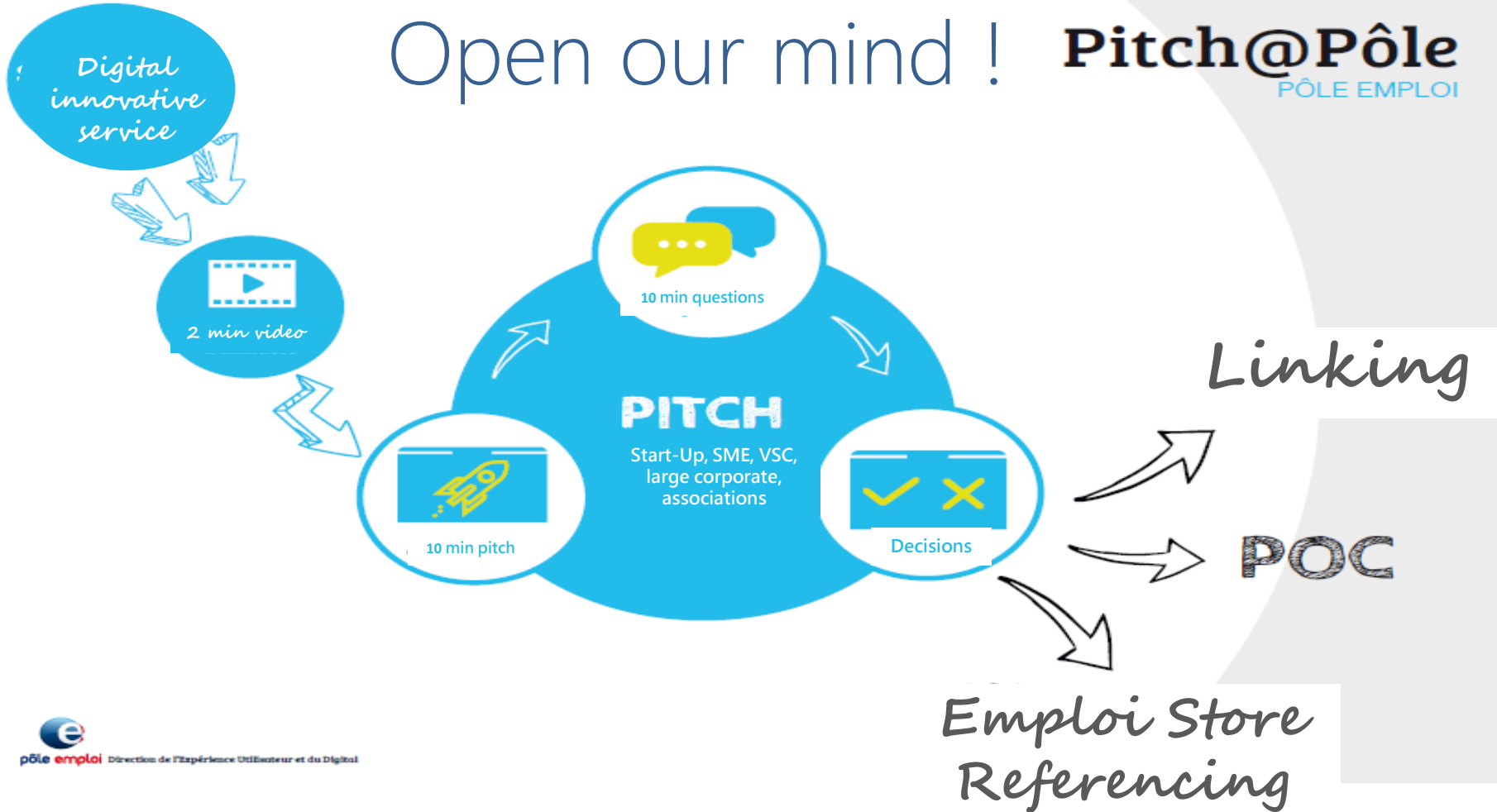
- pitch@pole
- incubation program

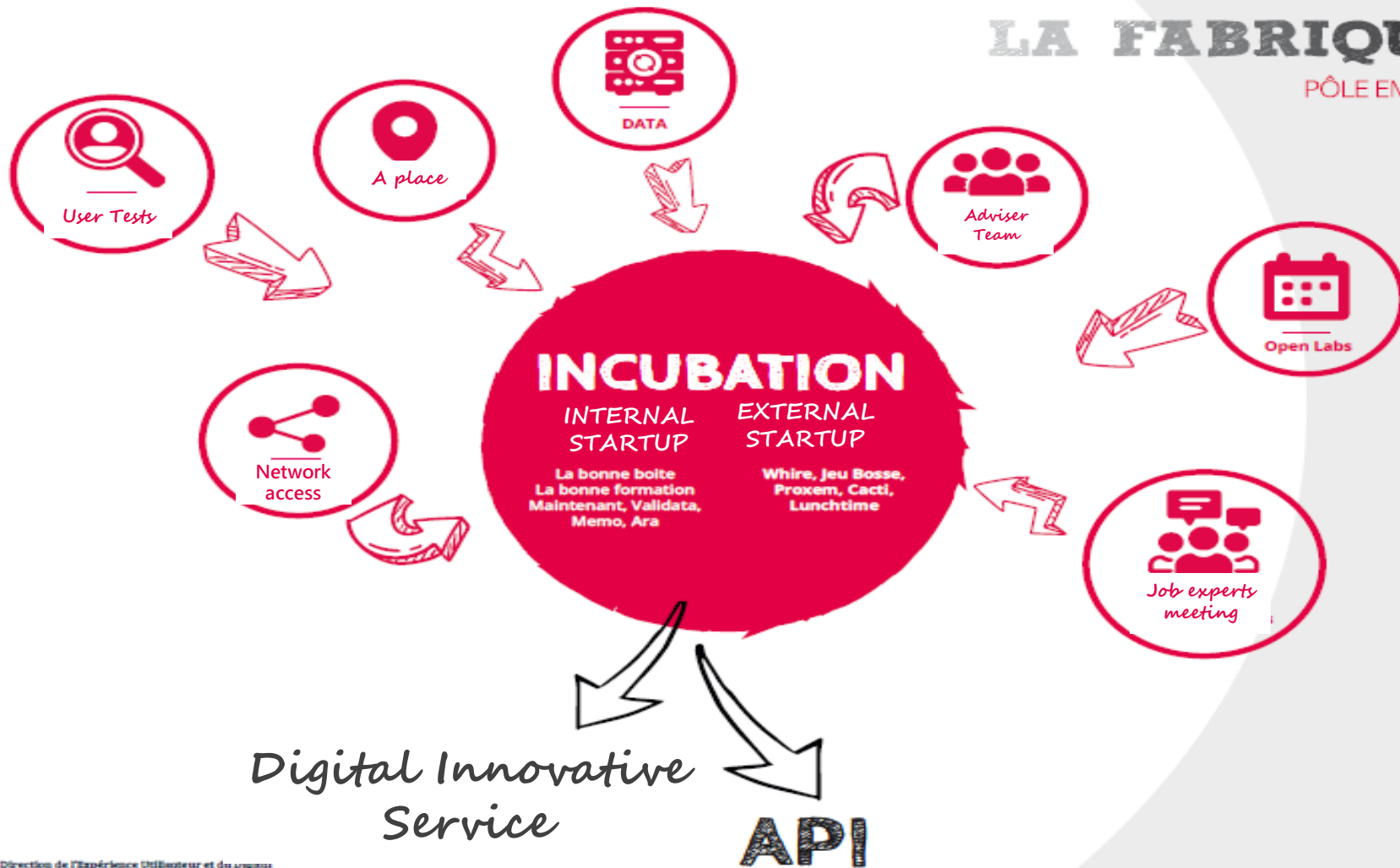
Supporting digitalisation with our “transformation” platforms



Open our mind !

Pitch@Pôle
PÔLE EMPLOI





www.emploi-store.fr

Digital services marketplace
for employment and training including a digital innovation system

emploi-store.fr is at the heart of all the major steps
in finding a job and developing your career

Trouvez tous les sites et applis dédiés à l'emploi !

Parcourez les thèmes qui vous intéressent :



Choisir un métier

Les bonnes pratiques
pour construire son
projet professionnel

Choose
a job



Se former

L'essentiel pour
concrétiser son projet
de formation

Train
yourself



Préparer sa candidature

Les outils pour une
candidature efficace

Prepare
your
application



Trouver un emploi

Les clés pour postuler
et réussir ses
entretiens

Find a
position



Créer une entreprise

Les supports pour
créer ou reprendre
une entreprise

Start a
business



International

L'incontournable pour
une recherche
d'emploi à l'étranger

Move
abroad

6

Centres of interest

Our partners' services



More and more partners are offering their services on emploi-store.fr

300 services graded by users

access a large panel of selected and tested services

find your way easily around scattered, employment-related digital services

Find the service best adapted to your needs in a few clicks with the feed-back of users

Including 52 Pole emploi's digital services :

MOOCs (Massive Open Online Courses)

E-learning

Learning games

interview simulators

quizzes

other tools (applications, job-board with job offers...)

1 million visits per month

Find the services you need with a deep learning recommendation engine

After you've completed a short questionnaire, the engine seeks the services that come closest to your needs...

...and then recommends around 10 services among the 300 offered by the site, by taking account of the visitors' behaviour and data clustering

The image shows two screenshots of a user interface for a recommendation engine. The top screenshot is a questionnaire titled "On vous guide ! BETA". It features a green cartoon monster character and asks "1. Que voulez-vous ?". Below the question are three radio button options: "Trouver un empl.", "Me former", and "Créer mon entreprise". The bottom screenshot shows the results page, also titled "On vous guide ! BETA", with the text "Voici les services que nous vous recommandons." and a "SUIVANT" button. It displays three recommended service cards: "Candirec" (Abonnez-vous pour recevoir des alertes emploi sur votre métier), "Mon Manpower" (Candidats, intérimaires, bénéficiez des nombreux services mobiles et gérez votre recherche d'emploi et vos missions efficacement.), and "Organiser sa recherche" (Acquérez une méthodologie efficace pour trouver et sélectionner les offres ! LES MOOCS POUR L'EMPLOI). Each card includes a "EN SAVOIR PLUS" button and a star rating.

Emploi Store

proposes

a recommendations engine

Objective:

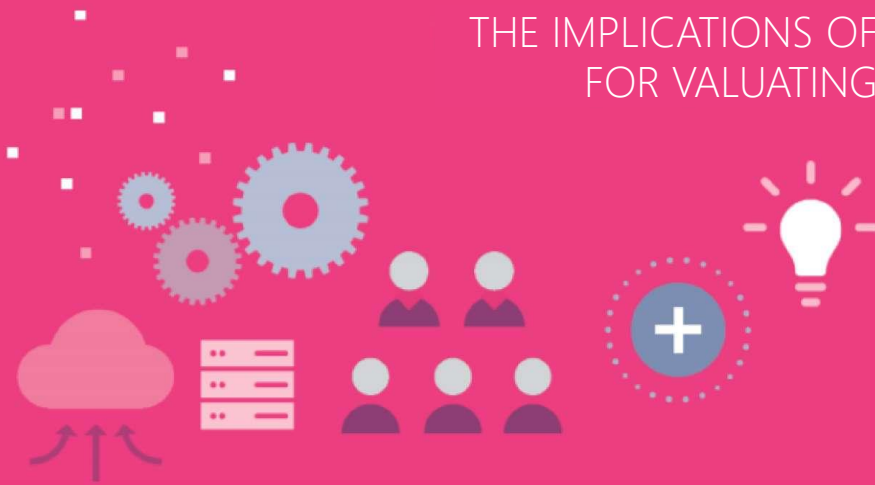
To guide users in their research and target the services that best meet their needs.

Q/A pause

Using data as a key asset for our
performance & transformation

Why does Pole emploi use data ?

THE IMPLICATIONS OF BIG DATA TECHNOLOGIES FOR VALUATING POLE EMPLOI DATA



Opportunities


Greater capacity, almost instantaneously, to manage increasingly varied structured and non-structured data (texts, sounds, images, etc.)



But also new threats

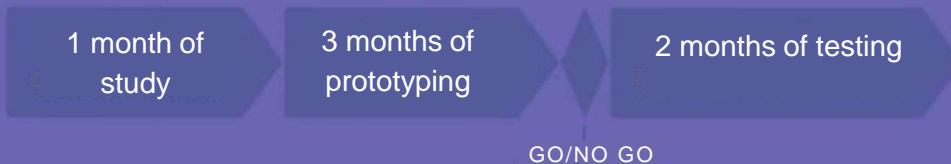
The democratisation of data use lowers barriers to entry and lets known actors (Multiposting, Indeed, LinkedIn, Monster, etc.) and new actors (Google, Meetic, Expedia, etc.) develop new services similar to those of Pole emploi.

How does Pole emploi work on data ?


 A data lake to easily and instantaneously process a large amount of varied data to create new services and features.


 A lead project manager (intrapreneur) who relies on Open Labs to design and manage their project with complete trust for the 4 month period allocated to prototype their service.

 A standard calendar and an innovative method



 A "Lean start-up" inspiration to create a service that can be used quickly in 80% of situations.

 Projects are worked on by a variety of people: Pole emploi agents, start-ups, researchers, future users, etc.

 An open space
A program board in the Pole emploi Incubation Space



A closer look at « LaBonneBoite »

What is the issue?

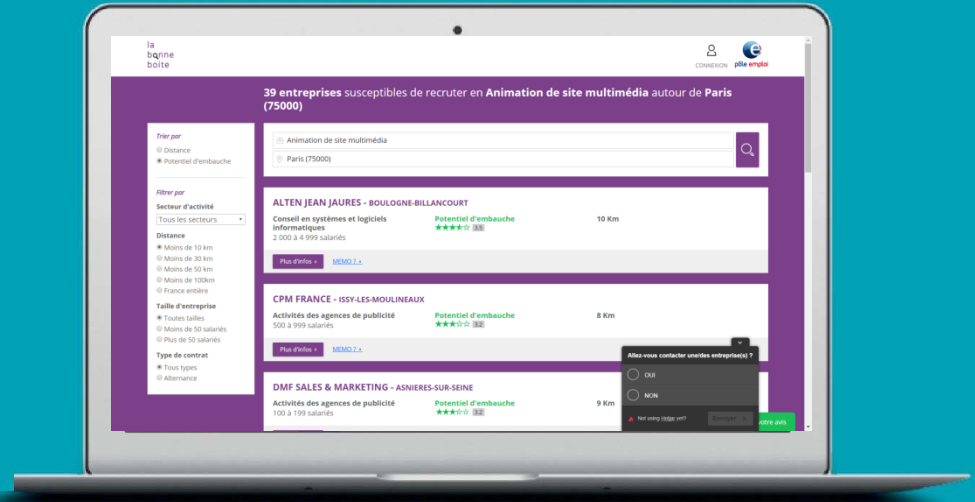
How can we optimize and facilitate the targeting of companies that may be interested in a job seeker's profile?

What is the response?

One algorithm presenting a list of companies that may be interested in recruiting someone with a profile similar to theirs in the next 6 months.

What team?

The « intrapreneur » is supported by a data scientist, a developer, an agile coach, internal and external contributors when necessary, users, legal experts, etc.



With what data?

Declarations prior to hiring (DPAE)
Job seeker profiles (ROME, the Operational List of Duties and Jobs)
Company profiles (NAF, the official register of business branches in France).

From an idea to referencings of new services thanks to the data!

The diagram illustrates a process of integration. On the left, there are two 'Emploi Store' logos. The first logo has 'IDÉES' in a pink bar and 'DÉVELOPPEURS' in a grey bar. The second logo has 'IDÉES' in a grey bar and 'DÉVELOPPEURS' in a blue bar. These two are followed by a plus sign and an equals sign. To the right of the equals sign is a third 'Emploi Store' logo with 'IDÉES' in a purple bar and 'DÉVELOPPEURS' in a purple bar. Below this third logo is the text 'BOOSTEZ VOTRE RECHERCHE D'EMPLOI'. A vertical line is on the far right of the diagram.

Emploi Store + **Emploi Store** = **Emploi Store**
IDÉES DÉVELOPPEURS IDÉES DÉVELOPPEURS BOOSTEZ VOTRE RECHERCHE D'EMPLOI

The background features several light gray gears of different sizes. A pink circle with a white question mark is positioned above the main text. Below the main text, there is a blue circle containing a white pencil icon with three small white stars around it.

Vous avez une idée

FAITES-LA ÉCLORE

You have an idea?
MAKE IT A REALITY

1. A user has an idea for an application that doesn't exist

2. He/she submits the idea

3. The idea is enriched and acclaimed by the community

4. A developer becomes interested in the idea

Emploi Store

Emploi Store
IDÉES DÉVELOPPEURS

Emploi Store
IDÉES DÉVELOPPEURS



Un utilisateur a une **idée d'application** qui n'existe pas



5. He/she uses Pôle Emploi's data (API) to develop it

6. He/she exchanges and shares progress in the work with the community

8. The application is referenced



7. He/she requests to be referenced



COMMENT ÇA MARCHE ?

CAMPAGNES

PROPOSEZ UNE IDÉE



1

PROPOSEZ UNE IDÉE D'APPLICATION

2

LA COMMUNAUTÉ VOTE

3

L'IDÉE EST RÉALISÉE PAR UN DÉVELOPPEUR

DUEL D'IDÉES

You are a private individual and you have an idea for an application for the Emploi Store? Tell us about it! *Emploi Store Ideas* is the meeting point between users' needs and the world of application development.



Bienvenue sur le Store des API de l'Emploi

Découvrez l'Emploi Store Développeurs

En savoir plus

Découvrez les API de Pôle emploi et de ses partenaires



Vous avez une idée ? Nous avons les données !
Venez utiliser nos API pour développer votre projet au service de l'emploi !

Découvrez notre catalogue d'API

Actualités

Entretien avec Jérémy Lamri, co-fondateur de Monkey Tie

Tweets de @EmploiStoreDEV

Emploi Store DEV @EmploiStoreDEV
Retrouvez @EmploiStoreDEV sur notre stand le 10/10 pour la #rmsconf : venez échanger autour de notre stratégie d' #openinnovation #data #API



5 oct. 2017

Emploi Store DEV @EmploiStoreDEV
Et découvrez l' #api @Instalink qui match les #Softskills attendus pour chaque métier gratuitement sur buff.ly/2xjMjkh #rh #rmsconf

Détail d'une API | Emploi Stor...

Making data available to developers via an Application Programming Interface (API) so that they can design new applications to enrich emploi-store.fr



**5 APIs
MADE AVAILABLE**

Infowork API

*6 datasets covering
the job market*

Back to work after training API

*Rates of return to work for
Jobseekers finishing training courses
after 6 months*

Job Offers API

(API with restricted access)

LaBonneBoite API

*List of companies with
strong hiring potential*

Emploi-store.fr services

*(API with catalogue of services
including notes, comments...)*

**More than 10 new
APIs expected in 2017**



**A COMMUNITY OF MORE
THAN 3,500 DEVELOPERS**

**More than 20 projects
accompanied** *by the teams*

35,000

requests per month

2,057 Twitter Followers

Emploi Store BETA
DEVELOPPEURS

MENU | Effectuez une recherche... | CONNEXION


Accueil / Catalogue des API

Catalogue des API


Vous trouvez ici l'ensemble des API référencées, la documentation associée et les modalités de souscription. [Proposer une API](#)

DONNÉES LIÉES À L'EMPLOI


description




Catalogue des Services Emploi Store
Version 1
Récupérez les services disponibles sur l'Emploi Store.



Infotavail
Version 1
Explorez les données du marché du travail.




La Bonne Boite (bêta)
Version 1
Découvrez notre sélection d'entreprises à fort potentiel d'embauche.




Offres d'emploi
Version 1
Recherchez des offres d'emploi.

Accès restreint




Retour à l'emploi suite formation
Version 1
Recherchez des offres d'emploi.

Accès restreint




Retour à l'emploi suite formation
Version 1
Accédez aux taux de retour à l'emploi par formation.

PÔLE EMPLOI CONNECT




Pôle emploi Connect
Version 1
Authentifiez vos utilisateurs avec leur compte Pôle emploi et accédez aux données qu'ils souhaitent communiquer.

Accès restreint



Informations Administratives
Version 1
Récupérez les informations administratives de l'utilisateur.

Accès restreint



Statut
Version 1
Récupérez le statut de l'utilisateur.

Accès restreint

October design

e-pôle emploi Connect

Emploi Store Developer is also open to external partners' APIs: your APIs

Partners' APIs



4. Develop the physical-digital mix for monitoring and support

Digital transformation cannot be
implemented without our first
ambassadors : Pole emploi agents

Create an interface between physical networks and social networks

- A social & communities platform to accompany our jobseekers and emphasis mutual aid
- An 18-month PoC in the Aubagne area already successfully tested on creators of new businesses ; an experiment has started in september for jobseekers in MONITORING mode with 11 agencies
- Easier exchange between all the stakeholders in the employment ecosystem (those in work, jobseekers, companies, advisers, partners...)
- A single objective: facilitate the return to work thanks to highly personalised recommendations and advice from advisers on a platform that protects personal data
- Matching system that puts people in touch according to their skills and encourages self-help, meetings and peer to peer.



Le réseau social des entrepreneurs

Vous voulez créer votre boîte ?
Dispartissez avec l'axe fait être implémenté, mais vous ne savez pas de quoi il s'agit. Plus d'informations.
Nouvelles rencontres, conseils avisés, aide à la création de votre entreprise.



Une communauté d'entraide

Aidez les autres et bénéficiez d'aide en partageant vos expériences, vos conseils et votre savoir.



Des outils et des tests exclusifs

Utilisez votre expertise professionnel et vos compétences grâce à des outils innovants et personnalisés.

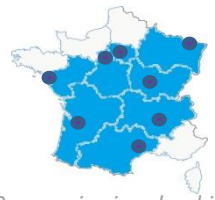


Des conseillers à votre écoute

Obtenez toute l'aide nécessaire à la mise en place de votre projet et de votre entreprise.



Redesigning Pole emploi agencies



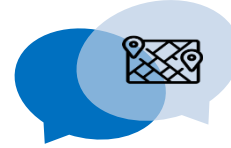
9 agencies involved in the project



adapted to all sorts of people



bringing together physical and digital elements



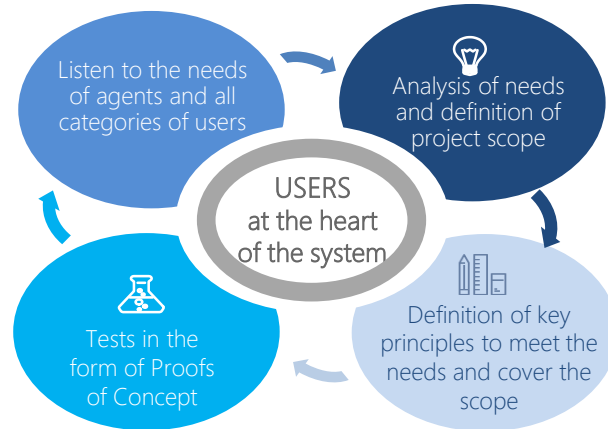
adapted to its region

...by using an innovative and collaborative approach to service design

Joint development

Testing

Iteration



5. Ensure that digital technology serves advisers
6. Develop jobseekers' digital self-sufficiency



EVERYONE IS AGILE AND CONFIDENT WITH DIGITAL TECHNOLOGY

With digital technology we can go faster,
with an adviser we can go further



Regional digital correspondents
Support



Advisers, occupational
psychologists and agents
Promote



Digital ambassadors
Gear up

Use

Share



National, regional, departmental and local
directors
Impulse

Support agents towards digital fluency



Managerial action plans

17 digital management committees set up in the regions

Managerial action plans currently being drawn up in the regions that will be included in annual performance reviews



Digital equipment

All Digital Ambassadors will be equipped with individual tablets and the installation of WiFi in the agencies for all agents



Digital self-assessment

PoC of digital self-assessment tool DiGiTT with 1,700 agents (70% participation rate in test)



Digital Newsletter

Production of 1st edition of Digital Journal aimed at Digital Ambassadors

10 editions planned up to the end of 2017



Detection of lack of digital skills

PoC of detection of a lack of digital skills and training to bring those skills up to date, in partnership with Emmaüs Connect, on the platform "Les Bons Clics" (*"The Right Clicks"*)



Internal social network

Deployment of PÔLE to all agents (3,500 unique visitors / working day)

700 communities

MAP - My Personal Assistant- the new working environment for our advisers

Highlighting the user's strengths



- ▶ strengths
- ▶ skills
- ▶ achievements

Helping the user move forwards



- ▶ suggest services
- ▶ actions adapted to the user's profile

Encouraging a personalised relationship



- ▶ clarify
- ▶ motivate
- ▶ facilitate

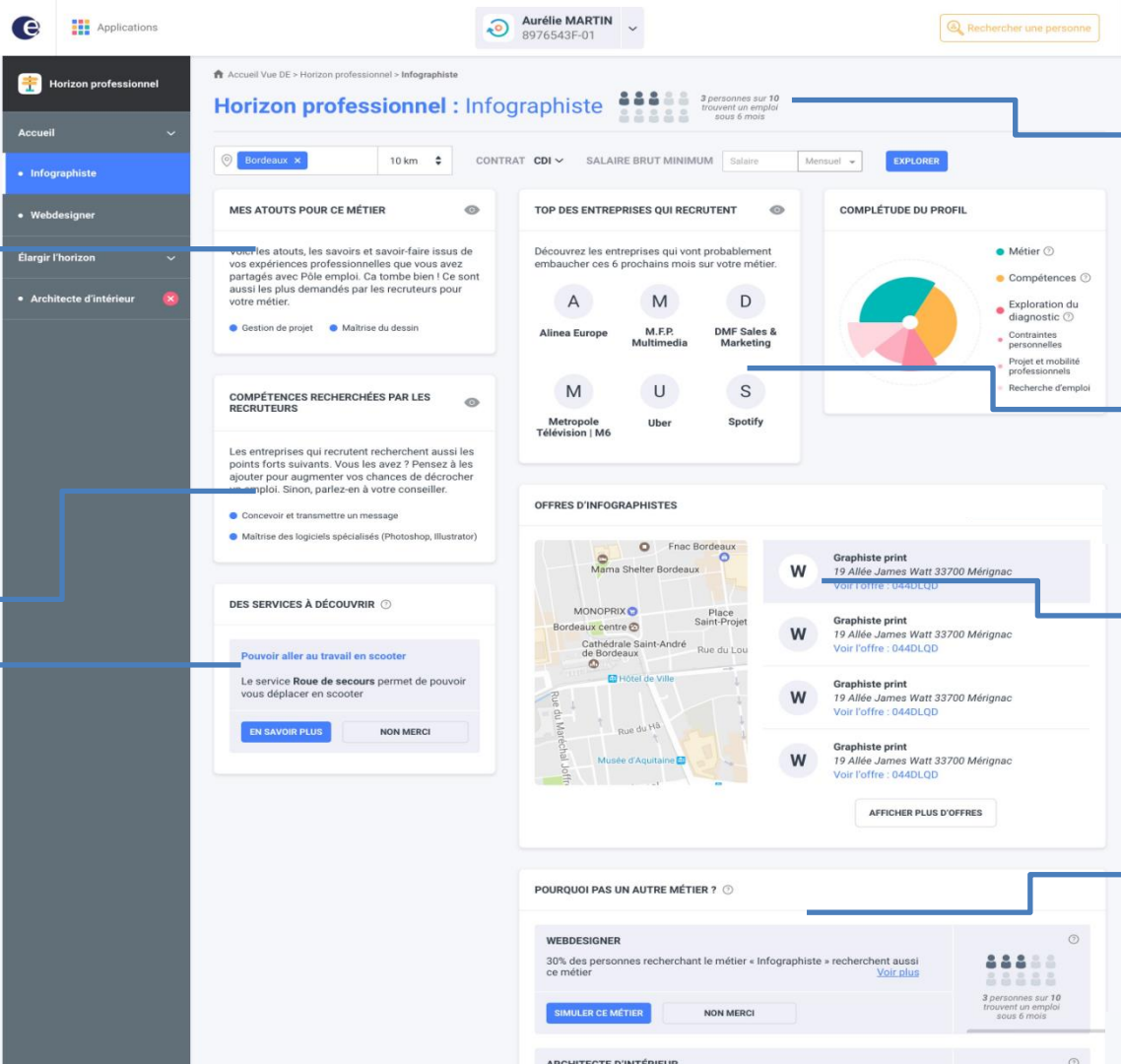
MAP : a user-centered tool, highlightning our data and joint innovation

Api's, widgets
and UCD are the
core of the new
experience for
our advisers

The screenshot displays the 'VUE DEMANDEUR D'EMPLOI' (Job Seeker View) interface. At the top, there is a navigation bar with a logo, a search icon, the title 'VUE DEMANDEUR D'EMPLOI', and a mobile/laptop icon. The main content area is divided into several sections:

- Profile Section:** Features a profile picture of Aurélie MARTIN, her name, age (28 ans), and job title (UI Designer Junior). It includes contact information (email: aurelie.martin@gmail.com, phone: 06.XX.XX.XX.XX) and a bio: «Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce fringilla pretium ex in vulputate. Sed lobortis porttitor magna a cursus. Ut semper suscipit nisi. Morbi tempus laoreet pulvinar.» A progress bar shows '75%' completion for 'force du profil'. There are buttons to 'Ajouter le numéro de téléphone' and 'Ajouter l'adresse e-mail'.
- MÉTIERS RECHERCHÉS (Searched Jobs):** Lists 'BORDEAUX', 'CDI', '35KE BRUT/AN', and '+50KM'. It highlights 'Infographiste | ROME E1205' with a '12 ans' experience badge and 'Webdesigner | ROME E1205' with a '2 ans' experience badge. Each listing includes a bar chart showing '3 personnes sur 10' and '5 personnes sur 10' respectively find a job within 6 months. A button 'EN SAVOIR PLUS' is present.
- NOTIFICATIONS:** A list of three notifications with colored icons: 'Super!', 'Pour information.', and 'Attention!'. Each notification contains placeholder text.
- ALLOCATION DE RETOUR À L'EMPLOI (Return to Employment Allocation):** A table showing payment details:

Date	Description	Montant
21 JUL 2017	Dernier paiement	865,80 €
13 JUL 2017	Dernière actualisation	
- CONTACTS AVEC PÔLE EMPLOI (Contacts with Employment Pole):** A timeline of key events:
 - Inscription:** 13 FÉV 2017
 - Entretien de situation:** 10 MAR 2017 (with contact: Mr Conseiller #1)
 - Entretien indemnisation:** 13 JUL 2017 (with contact: Mr Conseiller indemnisation)
 - Prochain rendez-vous:** 30 JUL 2017 (with contact: Mon Conseiller)



Skills declared by the job-seeker

Skills suggested by analysis of the job offers

Pole emploi's services suggestion engine

Probability of being hired in the next 6 months

API «Labonneboite» for spontaneous application

Job offers including job-boards

Skills mobility towards new kind of jobs

Thank you