



Self-service on the web -
Experiences and challenges from Norway

EU-Profiling-Seminar January 12-14 2005

Aetat the Directorate of Labour is the central level of Aetat and responsible for managing Aetats activities, following developments in the labour market and providing information and advice to the Ministry of Labour and Social affairs

From spring 2004 job seekers needing to register with Aetat can do so themselves on the Internet, without being dependent on Aetats opening hours. Employers can register vacancies and search for candidates among all job seekers, not just among those who have chosen to place their CV on the net. New service on aetat.no saves time, time that will benefit the job seekers later.

About Aetat



- Norwegian Public Employment Service
 - Organisation
- Main goals and strategies for 2005
 - Close follow-up of job seekers
 - The use of qualification measures/programmes should be with a definite aim
 - Increased contact with employers
 - Provide updated information on the labour market
 - Increase use of Self-service on the web for job seekers and employers

Aetat is the name of the Norwegian Public Employment Service. Aetat is organised with one central unit, The Directorate of Labour and approximately 175 local offices, spread around Norway. In addition Aetat offer service to prioritised groups with special offices than can offer expertise help, for instance to immigrants.

- Close follow-up of job seekers:

Job seeker-oriented assistance and closer follow-up will lead to job seekers finding work more quickly

- The use of qualification measures/programmes should be with a definite aim:

The programmes will be oriented to a greater degree towards job seekers who have problem finding job on their own, and target the priority groups:

- the long term unemployed
- immigrants
- young people under 20 years
- occupationally handicapped

- Provide updated information on the labour market and increased contact with employers

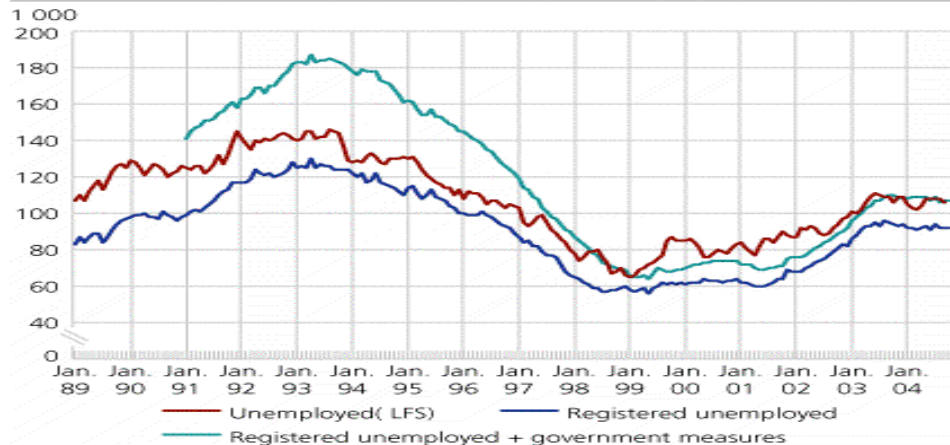
The employees must have a through knowledge of the labour market and close contact with local employers. Aetat shall provide accurate information to the job seekers also through notification of vacant positions from employers.

- The last goal is the topic of today; how to increase the use of Self-service on the web and what effects this will have on unemployment.

Unemployment rates in Norway



Unemployed(LFS), registered unemployed and registered unemployed plus government measures to promote employment. Seasonally adjusted figures, three-month moving average in 1 000. 1989-2004



This figure shows that unemployment has increased the the last four years, but the last year it seems to have stabilised. The registered unemployment is lower than the official figures, which often includes people on labour market measures.

At the present we have an unemployment of 3,6% registered unemployed.

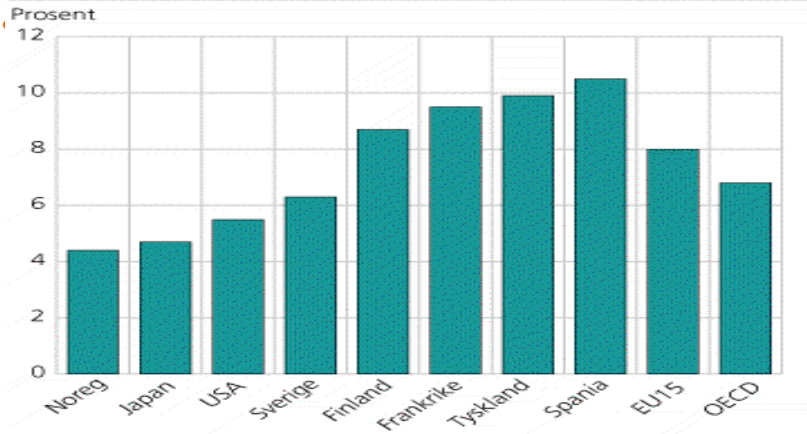
The long term unemployment (over 26 weeks) was in December 26% percent of all unemployed. In Norway this means 22.500 persons. The % long term Unemployed is decreasing.

As you can see, the present labour market policy has introduced a lower level of labour market measures than ten years ago. The implication of this is that we have to focus more on direct help to re-enter the ordinary labour market.

Seasonally adjusted unemployment in some countries



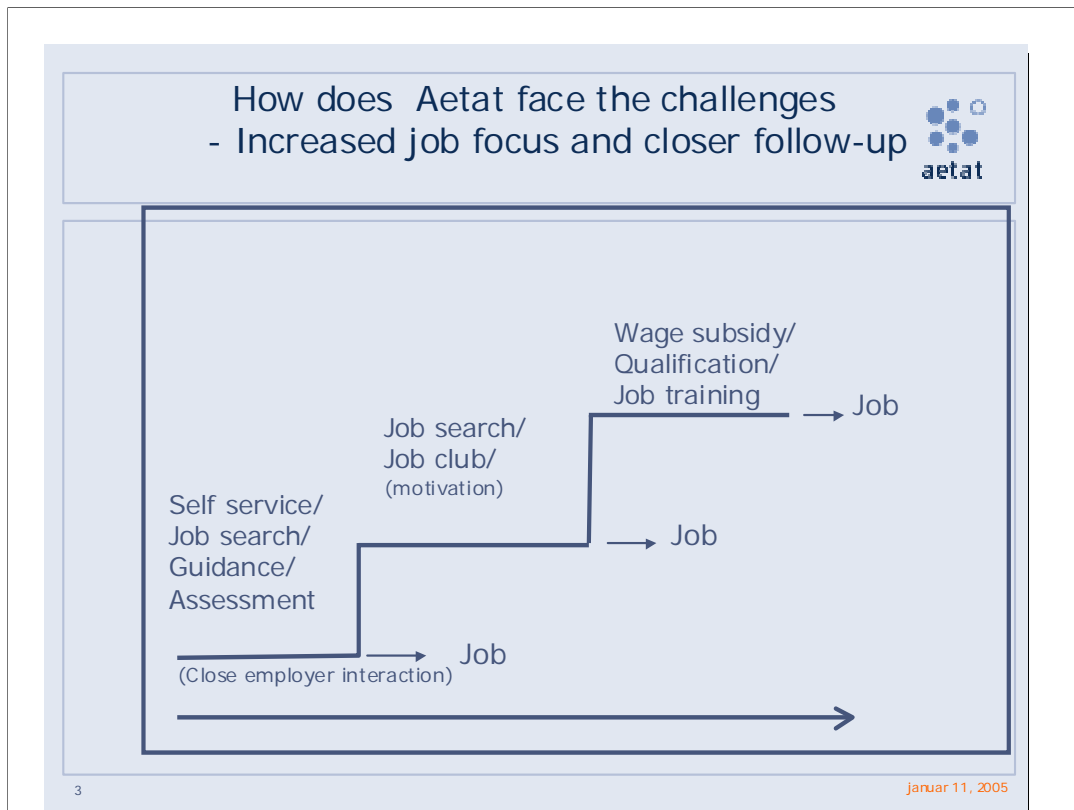
Sesongjustert arbeidsløyse i utvalde land. Oktober 2004. I prosent av arbeidsstyrken



Kjelde: Statistisk sentralbyrå, <http://www.oecd.org/> og <http://www.europa.eu.int/comm/eurostat/>.

In European and international terms the unemployment in Norway is very low. The number of vacancies is also low compared to some years ago, mainly because of reduction in public employment.

Even though the unemployment is low, the float of jobseekers is high. The employment in Norway is 2.3 million people and the float through PES system each year is 4-500 000 people.



Aetats strategy in following up the individual job seeker is based on a stepwise approach in which Aetats effort and resources are based on the individuals needs.

First step is job seeking on the individual basis (self activation). Aetats main task is to ensure easily accessible information about jobs and guidance.

Second step is personal follow-up on job search - involving motivation and focus on pro-active job seeking.

The third step offers labour market programmes linked to job practice and job qualification. Such programmes are primarily relevant to the long term unemployed like young people, immigrants and, vocational handicapped.

www.aetat.no



- Largest most complete database of vacant positions
- Most popular database for vacant positions
- Largest CV-database
- Largest professional and executive candidate database for women - www.kvinnebasen.no
- Information site on job, recruitment and education abroad - www.eures.no
- The services are free of charges for all
- Updated statistics and labour market information
- Interactive guidance counselling

Some general information on aetat.no

- Aetat.no is the largest most complete database of vacant positions. All publicly advertised vacancies shall be included in the database
- aetat.no ranks between number 13 and 16 every month as the most visited website in Norway and it is the most popular database for vacant positions. In 2004 200 000 new vacant positions were registered.
- The CV-database is the largest in Norway and contains approximately 200 000 CV's (both unemployed and "job shifters")
- We also have the largest professional and executive candidate database for women, kvinnebasen.no
- Information on working abroad and information for EU-citizens that want to work in Norway, can be found on eures.no
- All Aetat services are free of charge for job seekers and employers
- On aetat.no you will also find statistics on the Norwegian labour market, some also in English.
- The website can also offer interactive guidance counselling.

KKV

Søk i aetat.no

Bruker:
Passord: **Logg inn**

[Registrer deg](#)
[Glemt passord?](#)

Om Aetat
Nyheter/Presse
Nyheter i ditt fylke
Tall og analyse
English



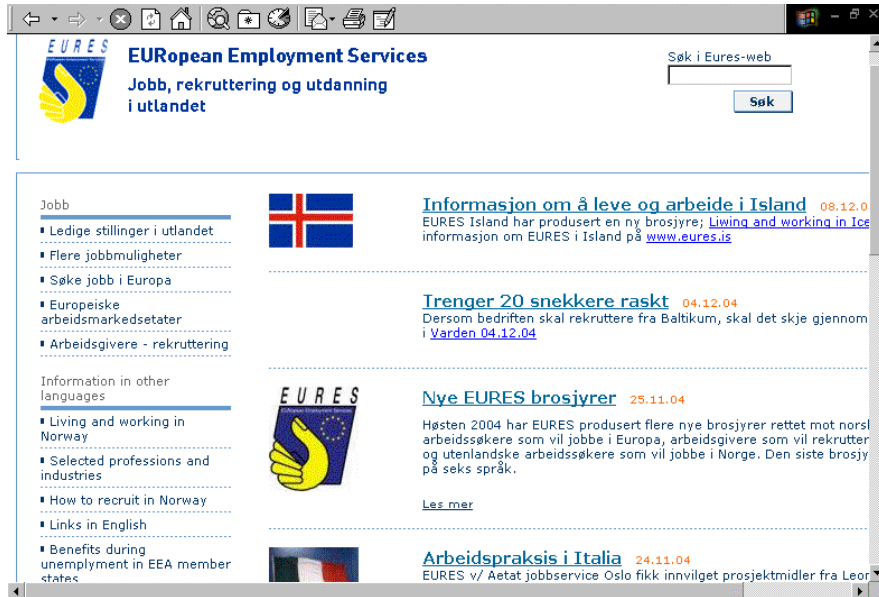
arbeidssøker

- [Ledige jobber](#) Søk etter ledige stillinger i Aetats store stillingsdatabase
- [Registrer deg](#) Registrer deg som arbeidssøker, legg ut CV, bli bruker av Min side
- [Veiledning og kvalifisering](#) Jobbsøketips, yrkevalgtester, utdanning, starte egen bedrift
- [Inntektssikring](#) Dagpenger, yrkesrettet attføring, ventelønn, søke ytelser
- [Dine behov](#) Informasjon til deg som har ekstra utfordringer når du skal finne arbeid

arbeidsgiver

- [Registrering](#) Etter registrering får du tilgang til CV-base og utlysning av stillinger
- [Utllyse stilling](#) Gjør stillingen din tilgjengelig for aktuelle søkere
- [Kandidatsøk](#) Her kan du finne rett menneske til jobben
- [Rekruttering](#) Du kan få hjelp fra Aetat ved rekruttering
- [Omstilling og nedbemanning](#) Aetat kan bistå ved omstilling og nedbemanning
- [Kvinnebasen](#) Leter du etter kandidater til lederstilling eller til verv i styrer, råd og utvalg?

Nyheter og pressemeldinger



The screenshot shows a web browser window displaying the EURES website. The browser's address bar shows the URL www.eures.no. The website header includes the EURES logo and the text "European Employment Services" and "Jobb, rekruttering og utdanning i utlandet". A search bar is visible with the text "Søk i Eures-web" and a "Søk" button. The main content area is divided into several sections:

- Jobb**
 - Ledige stillinger i utlandet
 - Flere jobbmuligheter
 - Søke jobb i Europa
 - Europeiske arbeidsmarkedsetater
 - Arbeidsgivere - rekruttering
- Information in other languages**
 - Living and working in Norway
 - Selected professions and industries
 - How to recruit in Norway
 - Links in English
 - Benefits during unemployment in EEA member states
- Informasjon om å leve og arbeide i Island** 08.12.04
 - EURES Island har produsert en ny brosjyre; [Living and working in Iceland](#) informasjon om EURES i Island på [www.eures.is](#)
- Trenger 20 snekkere raskt** 04.12.04
 - Dersom bedriften skal rekruttere fra Baltikum, skal det skje gjennom i [Varden](#) 04.12.04
- Nye EURES brosjyrer** 25.11.04
 - Høsten 2004 har EURES produsert flere nye brosjyrer rettet mot norske arbeidssøkere som vil jobbe i Europa, arbeidsgivere som vil rekruttere og utenlandske arbeidssøkere som vil jobbe i Norge. Den siste brosjyre på seks språk.
 - [Les mer](#)
- Arbeidspraksis i Italia** 24.11.04
 - EURES v/ Aetat jobbservice Oslo fikk innvilget prosjektmidler fra Leon

Self-service on the web



- Aetat has expanded its offer to both job seekers and employers by building a bridge (online) between the closed internal case-registry system (Arena) and the open Internet (aetat.no)
- Real-time exchange of data between Arena and aetat.no
- User-friendly system
- Secure safe transmission of data between aetat.no and Arena
- Give the registered users control and ownership of their own CV.
- Meeting arena for job seekers and employers

•Aetat has expanded its offer to both job seekers and employers by building a bridge (online) between the closed internal case registry system (Arena) and the open Internet (aetat.no) The new solution involves data from job-seekers and employers being registered directly in the case-registry system. This is unique and have necessitated major changes both in IT-systems and working methods. The fact that Aetat no longer have sole access to data on vacancies and job seekers, entails mental adjustments, and makes mutual trust between the service and the users even more important. All managers and case workers at Aetat have been given training in the self-service system.

•Information admitted to aetat.no or Arena is automatically updated in the other system. Except for vacant positions placed by employers. The advertisements is manually checked by our Help Line centre, to check that they meet our standards

•The system is very user-friendly, both for job seekers and employers and is constantly under revision for more user friendly solutions.

•The data transmission between aetat.no and Arena has proven to be very secure.

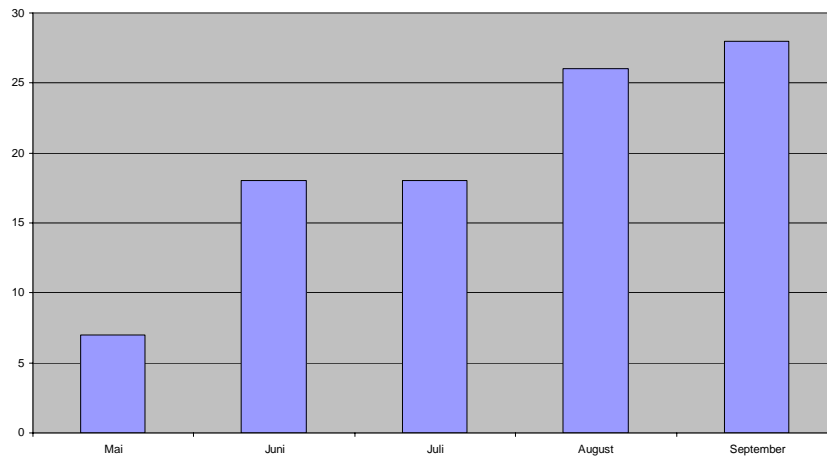
•By using aetat.no the job seeker is given control over the CV and what information they would like to present to potential employers.

•Aetat.no is a new arena for job seekers and employers to meet , and can be the first step on the way to a new job.

Self-registration of job seekers on aetat.no first 5 months



Figur 1: Andelen selvregistrerte arbeidssøkere av total tilgang arbeidssøkere. Mai - september 2004.



This shows the figures of self-registration on internet the first months the services were available.

The promotion of these new services was therefore started a few months after they were introduced, around August. In December the share of self-registered had risen to 40%.

Within these figures there is also a large variation related to the routines in the job centres. The job centres that have the best results have had an active approach to the use of self-registration.

Job seekers and self-service on the web



- Register as unemployed with Aetat directly on Internet
- Control and ownership to the CV
- Open CV or anonymous
- Automatic matching to vacant positions
- Information on on new interesting vacant positions to "My page"
- Storing interesting vacant positions on "My page"
- Contact from employers directly to "My page" or e-mail.
- Employment status form can be sent to aetat through aetat.no

- The job seekers can register unemployed with Aetat directly on the Internet. Computers are also available at all job centres.
- The users have control and ownership to the information that they publish on the CV and can continuously update and improve the information.
- Job seekers can choose to present their CV anonymous. An anonymous CV will not have name, contact information or name of previous employers or schools. If the employer wants to contact an anonymous job seeker they can do so through a private area of aetat.no called "My page" or by contacting Aetat. All job seekers are encouraged by Aetat not to present themselves anonymous, but approximately 40% still do.
- The job seekers CV is automatically matched with vacant positions based on the information the job seekers has given in their job-search profile
- Job seekers also have a possibility to be automatically informed by e-mail? On new vacant positions that matches the job seekers profile.
- Interesting vacant positions and different job-search profiles can be stored in "My page"
- Employers that are interested in the job seeker can make contact both directly to "My page" and by E-mail.
- The self-service system has also made it possible to send the employment status forms, that your unemployment benefits are based on, directly to Aetat through the Internet.
- KKV

Self-registration in Aetat



- From may to December has 23% of new registered jobseekers preferred to register themselves
- In December the self-registration is up to 40%
- The age group 20y- register themselves 4 times as frequent as 50y+
- Jobseekers with higher education (university level) register 3 times as frequent as jobseekers with elementary school
- 36% of jobseekers with benefit prefer to send status through internet

The number of registered jobseekers using self-registration has been increasing through the period and is now around 40%. In addition to that a lot of jobseekers uses internet-service (CV and job-mail).

In the first 7-8 months of self-registration, Aetat has seen the same variation on user groups as expected from the national surveys on general internet use. Usage varies with age. But persons with high education in the administrative sector are usually more active internet users.

For the youngest, internet are the normal communication for all service aspects, information, school etc. They now see Aetat as a more modern organisation.

Self-registration on internet: Challenges !



- Job seekers who don't use internet, will have problems getting the same information
- Older job seekers need help to achieve a basic user level on the Internet
- Classification systems of occupation and education are difficult for both job seekers and employers

Jobseekers who can't use internet, can have problems orienting themselves in the labour market: find jobs, contact/search for employers and apply for jobs.

An increasing number of employers are using internet as a part of their recruitment strategy. They put out vacancies and has a system for receiving CVs from jobseekers.

Some older job seekers need basic training to be able to be effective jobseekers. Aetat will have developed special training for them, related to job seeking. Such training will however have significance for the hole welfare sector which has a potential for more simple routines especially payment systems.

To follow up the quality of registration is a major task for Aetat, to ensure effective matching of vacancies and job seekers.

User survey autumn 2004



- 70% of the registered jobseekers have a personal site on aetat.no
- 60% have registered/changed the CV themselves
- 75% prefer to use their own computer
- Only 22% use guidance tools
- 81% are very satisfied with the self service

The self-registration rates (of new job seekers) are fast increasing, and it seems they can reach 60% next year. A lot of already registered jobseekers (registered before may 2004) have got password and use self-service. The total amount of users (among the registered jobseekers) is 70%.

The far most popular part of internet is the job database, CV and possibility to register employment status electronically.

The career guidance and test are however not so popular. This means that internet can't provide the same service as the job centres does.

Most jobseekers are very pleased with the opportunity to register for unemployment benefits/allowance (every two weeks) on internet.

In the user survey, 75% reports that they use their home-computer.

Employers and Self-service on web



- Access to the CV-database
- Storage of candidates and predefined search profiles ("My page")
- Contact candidates through the Internet
- Publish vacant positions
- Control and approval of employers

- Registered users have access to Norway's largest database of available competence. Both job seekers, transferred from the case-worker system and job seekers already in a job but who wants to change are available and presented with CV`s
- It is possible to store candidates and predefined search profiles on "My page", the private area on aetat.no.
- The employers can contact candidates through the Internet by sending messages to the candidates "My page".
- The employer can publish vacant positions directly on the Internet. There is also a filing system and recycling function of vacant positions on "My page"
- Employers data are manually controlled and approved by Aetat Helpline Centre, before they get access to the CV-database and the possibility to contact candidates.

How and where do employers find the job seekers ?



- Employers use of aetat.no is fast increasing
- More than 2000 jobs are monthly registered directly on aetat.no
- 27% of the employers using aetat, prefer to register the vacancies themselves on aetat.no

For employers the new self-service is an offer to reduce costs of advertising. The number of users are increasing, but still the majority use the established channels.

Of the employers who have used Aetat as a recruitment channel, 52% consider internet as a part of the recruitment strategy in the future.

The employers that already use aetat.no, are very pleased, 88% report satisfaction with the possibility to register vacancies. 71% are satisfied with the CV-base.

New law regulating public labour market services



- The right to individual evaluation is established by law
- The right to receive labour market services is based on each individual situation and needs
- The jobseekers are given the right to participate in both planning and evaluating the public labour market services

The right is only to an evaluation not to receive certain measures, even if Aetat and the jobseekers agrees that this will be the best.

The individual evaluation is a mutual agreement. Aetat has used similar agreements several years for some of the target groups.

Jobseekers in need for extensive service will be evaluated for passing a solution to occupational rehabilitation (as before).

Aetat is from 2004 given the right to consider the whole process leading to rehabilitation, which earlier was divided between social security and PES. This type of assessment is based on the National Security Act (see www.aetat.no (English), Annual Report 2003, page 18)

Evaluation Results



- Ordinary job seekers services
- Arranged jobseekers services
- Qualification services
- Personal mapping
- In-house services/training
- Rehabilitation services
- Assistance to adjusted working conditions

When the jobseekers have answered a set of standard questions, the evaluation result is automatically given.

The registration will automatically be sent to the case registry system and the jobseekers will be contacted within three weeks.

If the result of self-evaluation is "ordinary jobseekers service", this will be accepted without any case handling. All other result require a further assessment by PES staff.

Tools for profiling



- Basic information on education, experience, availability and job preferences
- Evaluation of needs (electronic or manual) according to the New labour market law
- Assessment tools for evaluation of working capacity (in order to consider occupation rehabilitation)

The first two tools are from 1/7 compulsory.

We hope of course that self registration will improve the quality of the CV and personal information, since personal updates of aetat.no automatically updates the administrative system (Arena).

The evaluation of needs is a type of light screening which can work as a kind of contract between PES and the jobseekers.

In addition to this, aetat is actively seeking improvement of assessment tools, both light version and more psychologically based tests. The light version of these tools are considered very useful for the new united welfare organisation.

Reported advantages from self-registration



- Improved individual service
- Release resources - less registration work
- Improved quality and job focus
- PES gain popularity amongst a lot of jobseekers preferring the use of internet and email

•Old routines where based on job seekers filling in a form with CV information. The form was filled in before the first interview with the case worker. The information was then registered in the case registry system, by Aetat case workers, after the first interview.

•New routines: The job seekers now register the CV information themselves and get a unique code which give access to private pages of aetat.no. "My page", where she can update CV, register for benefits, store private job seeking filters etc.

•PES personnel is working mostly guiding people in filling in CV, registration of qualifications and job possibilities.

•For active job seekers the self registration means no extra waiting time, and frustration on the capacity of the job centers. It puts focus on CV and job seeking activities.

•The first meeting (normally within 3 weeks) has now got a good basis for individual guidance and focus on CV-quality and job seeking activities.

•User surveys shows 80% satisfied with the self-registration services already after 6-7 months.

New organisation of public work and welfare services



- Parliament has asked the Government to consider a reform on the co-ordination of the Public Employment Service, the National Insurance Service and the Social Welfare Service.
- Main goal: Increase the number of persons working and engaged in other activities, and reduce the number of people dependent on benefits.
- One door to the welfare services
- The Government will put forward a proposal to the Parliament by spring 2005

This new organisational reform will of course affect PES in a large extent. The new welfare organisation (NAV) will have responsibility for all people on different allowances and benefits in the working age (19-67)



Jobs for people - people for the job

Facts on internet-use in Norway



- **Access rates (October 2004 Norsk Gallup)**
- 73% use internet the last 30 days
- 70% have access at home

- 3 million age 13+ (82%)
- 97% age 13-19
- 90% age 20-59
- 42% age 60+

Norway has a high user frequency on the internet. This opens for the possibility of offering a lot of services from different public sectors directly to the users.

The Norwegian Government puts emphasis to establish an open direct line to the users of public services. Aetat have for many years offered a "green telephone line" where job seekers could get direct service on finding vacancies. It has therefore been a natural development to now also present these jobs as effectively as possible on the internet.

Recent surveys find that almost 3/4 of the population over 13 years have used internet the last month. 70% of the internet users have access at home.

For the younger people the use of internet now is close to 100%. For people over 60 years the frequencies are much lower, but still more than 40% have access.

Internet-use in Norway



- **Access to Internet and education level**
- University high level 4 years+: 94%
- University low level 1-3 years: 91%
- College level: 77%
- Basic education: 72%
- Source: Norsk Gallup October 2004

Access varies with education level, and access is high within the groups with university-level education. This has to do with development of administrative work environment, since almost all standard office programmes for PC in use, includes internet access. This means that type of job/occupation means more than the users age, when you look at access.

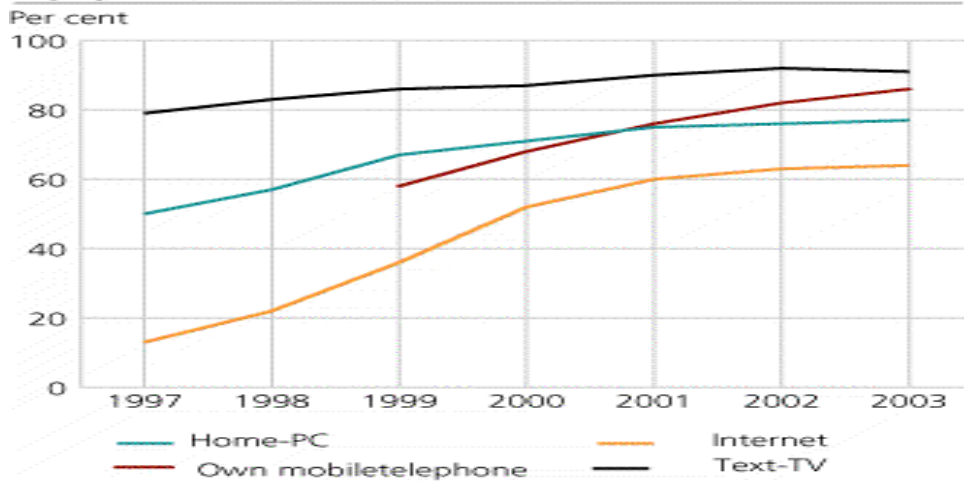
This effect is of course not the case for the unemployed. People that has been out of work when the "internet revolution" on public services came, has effectively been excluded from the chance of learning the skills.

This is however, not an irreversible fact, but can easily be dealt with, using adjusted training-programmes.

Internet access (up to 2003)



Percentage who have access to different electronic equipment at home. 1997-2003. Per cent



These figures are 1-2 years old, but shows how the access to internet is rapidly increasing.

You will find computers with internet-access in every job centre in Norway. For 2005 we are planning to increase the numbers of computers.

For instance in Oslo, the job centre can offer an "internet-cafe" with up to 16 PCs, which are of course free of use.