

## **Universal Jobmatch Frequently Asked Questions**

The terminology used in this document matches the wording used throughout the Universal Jobmatch service and means employers/businesses are called companies and individuals that work in the companies are called recruiters.

Therefore:

- Company – the organisation/business that wishes to advertise job postings on Universal Jobmatch.
- Recruiter – the individual employed by the company that performs actions (for example, uploads a job posting) within the service on behalf of that company.

**Click on the appropriate section to be taken to the responses**

- A. [What is the change and why are we doing it?](#)
- B. [What do the changes mean to Companies?](#)
- C. [What do the changes mean to Jobseekers?](#)
- D. [What do the changes mean for our People?](#)

### **A. What is the change and why are we doing it?**

#### **A1: What does the new Universal Jobmatch service do?**

**A:** Universal Jobmatch is one of the largest jobsites in the UK, providing a new online service to post and fill jobs with automated job matching for both companies and jobseekers.

Universal Jobmatch is modern and easy to follow, using commercially proven, automated job matching against registered jobseekers' CVs and technology that has been designed to be 'intelligent' and 'semantics' based. Basically, this means instead of using the traditional key word search or SOC search, Universal Jobmatch uses technology that understands the meaning and context of the search criteria. This allows a more accurate matching of jobseekers' skills and preferences against available jobs.

Universal Jobmatch is attractive, engaging and easy to use in order to actively encourage its use, increasing the number of jobs posted to become the company's first site of choice.

#### **A2: How is Universal Jobmatch accessed?**

**A:** Universal Jobmatch is accessed via GOV.UK by companies and jobseekers and via a desktop icon for staff.

#### **A3: Who can use Universal Jobmatch?**

**A:** Universal Jobmatch is open to everybody as it will be a web based service. However, it is aimed primarily at jobseekers and companies in the UK and DWP staff involved in reviewing claimants' jobsearch activity to help and support them into work.

#### **A4: What benefits does Universal Jobmatch offer?**

**A:** Universal Jobmatch is a secure and easy way to search for work and is available to all UK jobseekers and companies, 24 hours a day, 7 days a week. Access to the service is via any internet enabled computer and job information. In due course there will also be an app available for smart/android phones, iPhones and internet-enabled mobile phones (the android app was launched, but had to be withdrawn for technical reasons, but is still accessible to those users that downloaded the app prior to being withdrawn on 22 November 2012).

#### **A5: Is there a charge for using Universal Jobmatch?**

**A:** Universal Jobmatch is a free\* online service (\*usual internet provider charges may apply).

#### **A6: How does Universal Jobmatch manage data?**

**A:** All personal data is held securely. Data about jobs is available to selected third parties to reuse.

To ensure only appropriate use of Universal Jobmatch, all actions undertaken by anyone other than the jobseeker and companies on any data will be audited and copied to DWP.

The service provider will also keep a full record of all actions taken on the data.

### **B. What do the changes mean for Companies?**

#### **B1: Which companies can use Universal Jobmatch?**

**A:** Universal Jobmatch is available to all companies no matter what size of company or business they are.

#### **B2: What are the benefits for companies?**

**A:** Companies have the facility to set up and manage their own online accounts, at a time to suit them, 24 hours a day, 7 days a week, on one of the largest jobsites in the UK.

Companies can post a new job, see their advertised jobs, or use one they have previously used to advertise on Universal Jobmatch, see the matches they have received, request CVs or application forms from jobseekers, issue an invitation to a jobseeker to attend an interview and let them know the outcome of the interview.

Companies can test the likely response to a job by creating a 'Jobseeker Search'. A 'Jobseeker Search' produces an anonymised list of candidates with a suitability score to the company's requirements so they can test the water and see the number/calibre of suitable jobseekers. The suitability score is worked out on various criteria e.g. how well the jobseeker's experience match the company's job requirements. This will help companies to attract the right people for their business and match them to the candidates that best meet their specifications.

Companies can convert the 'Jobseeker Search' to a job and post it on Universal Jobmatch without having to re enter the details from the search.

**B3: What happens to companies that currently use our services?**

**A:** All company records were migrated to Universal Jobmatch as part of the go-live activities. All jobs were migrated, but outstanding partial jobs are not visible to search until the relevant terms and conditions have been satisfied. Companies that previously posted their jobs via EDon will log into Government Gateway after go-live and be taken into their Universal Jobmatch account. Following initial validation they will then be able to manage existing jobs and post new ones.

Companies that previously posted their jobs via Employer Direct will need to contact the Employer Direct helpline who will send a link to the companies in order for them to set up their Government Gateway account and log into the Universal Jobmatch service. Following this the company will be able to validate their account, self-serve, manage their jobs and post new ones.

**B4: How does Universal Jobmatch impact on the Residual Telephony service?**

**A:** We will continue to offer a residual telephony channel via the existing Contact Centre Services network for companies who are not willing or unable to use online services or to support and encourage hesitant companies. This channel is actively being promoted.

To assist companies who need help initially to use the Universal Jobmatch service, Contact Centre Services staff will be able to create and amend a job, view company account information and access the online Help function for users. However, companies should be encouraged to self-serve, so that they can access the full range of functionality available (please refer to B2 for a breakdown of the full benefits).

**B5: How does the online service ensure that only valid/genuine companies use Universal Jobmatch?**

**A:** When a company creates an account, there are validation checks in place e.g. valid postcode, telephone number, valid address etc.

The service provider contacts the company if the validation checks have not been met and the service can be withheld from inappropriate companies.

In the event of any disputes or appeals, the existing DWP procedures/processes will continue to be used to resolve the situation i.e. the Employer Complaints Team, Employer Engagement Team. The External Relations Team is working with companies to manage their expectations.

**B6: How long is the job advertised on the service?**

**A:** Companies set the job end date with an automatic 60 days' expiry on Universal Jobmatch, which the company can amend at any time.

**B7: How do we know if a company is satisfied with our service?**

**A:** All users are enabled to provide online feedback on the service received or experienced via drop down selections and limited free text.

All the feedback received is used to improve Universal Jobmatch. Companies can also use Universal Jobmatch to provide feedback to jobseekers on a voluntary basis, when requested by a jobseeker.

**B8: What help is available for companies who are having difficulty using the Universal Jobmatch service?**

**A:** Universal Jobmatch has a thorough help text and a Frequently Asked Questions facility. If a company is unable to find the answer they are looking for on Universal Jobmatch, they can contact the helpdesk via a 'Contact Us' field.

They will receive an acknowledgement by email with a timescale for resolution.

**C. What do the changes mean to Jobseekers?**

**C1: Who can use Universal Jobmatch?**

**A:** Universal Jobmatch is available 24 hours a day, 7 days a week and is open to everyone, regardless of whether or not they claim a state benefit. It is a service for anyone looking for work or a career change.

**C2: How does Universal Jobmatch affect jobseekers?**

**A:** Universal Jobmatch provides a quick and easy way to search for a job, at a time that is convenient, browsing one of the largest online jobsites in the UK and see how they match against companies requirements.

Jobseekers need to register with Government Gateway via GOV.UK using their email address and nominating a password.

Once registered on the service, jobseekers can manage their own account, tailor their job search preferences to suit the jobs they are looking for, create a profile, and upload their CV or create a CV within the Universal Jobmatch service. When setting up their Universal Jobmatch account jobseekers are required to accept cookies in order to use the service – this is part of new EU legislation.

By having a CV on their Universal Jobmatch account, jobseekers can be matched to potential jobs by companies who create a 'Jobseeker Search'.

When a company creates a 'Jobseeker Search' the service produces an anonymised list of candidates who have experience matching the companies job requirements. The companies can then invite jobseekers to apply for their job.

Jobseekers can also identify any skills' gaps against their preferred job roles. More than one CV can be added to the jobseeker's personalised account but only one will be matched at a time.

Jobseekers can opt to receive email notifications when they are matched to jobs. Jobseekers may need to be encouraged to set up a profile and have a CV on the site to ensure they get the best possible matches for their skills.

Universal Jobmatch enables jobseekers to review their skills and identify skills gaps by looking at how successful they are in their applications.

If a jobseeker is unsuccessful at an interview, they can request feedback from the company. This feedback is provided by the companies on a voluntary basis and any feedback provided will be one statement from a dropdown box with 3 reasons available to be selected (not a free text response).

**C3: Does a jobseeker need to register in order to use Universal Jobmatch?**

**A:** No they can conduct anonymous job searches and access the Help and Support functionality without registering for the Universal Jobmatch service. However, they will not have access to the full benefits of the service, for example, maintain their account, conduct and save their own job searches, create a CV etc (Please refer to C2 for a full breakdown of how jobseekers can benefit from registering).

**C4: What information does a jobseeker's CV hold?**

**A:** Jobseekers will be able to create a CV that can include, but not be limited to their name, address, telephone number, email address, skills, competencies, qualifications, salary levels sought, location, job preference, hours sought (per day/week and flexibilities/working pattern) and any work considerations (e.g. child care requirements).

**C5: How does a jobseeker use their CV once it is in place?**

**A:** Jobseekers can upload an existing CV or create a new one, and view, amend and delete a CV that they have stored on their account. There is also a contextual help and hints facility to assist them in improving their CV content.

**C6: Is there a printing facility for jobseekers?**

**A:** Yes, jobseekers can print documents created within their account e.g. their CV or any website pages and screen prints they might find useful.

**C7: How is a jobseeker notified of a job?**

**A:** The jobseeker is automatically matched to jobs if they complete their profile. They are notified by e-mail and by an entry in their account.

**C8: What are the benefits of using Universal Jobmatch for a jobseeker?**

**A:** Jobseekers can register for ongoing job matches and receive alerts via an email. They can view jobs against which they have been matched in ranked order and view company details for jobs matched to their account. In addition, they can complete applications for a job (including submitting a CV), apply online and view any notifications. Jobseekers claiming benefits can input information to support their job search activity for benefit purposes as part of their job search activity evidence.

**C9: How does the jobsearch facility benefit the jobseeker?**

**A:** When using the jobsearch facility, jobseekers can save searches they have completed and vary the job search criteria. They can also personalise their job search, save search criteria and follow a link to a company website to apply for a job direct (this list is not exhaustive).

**C10: How does a jobseeker know they are maximising the benefits of Universal Jobmatch?**

**A:** Universal Jobmatch tracks activity required against the jobseeker's account and alerts them if action is required e.g. where an incomplete CV exists, only a limited number or no job matches have been received against their profile, no action has been taken on matches received or no action has been taken on invitations received from a company.

**C11: How are JSA claims affected by Universal Jobmatch?**

**A:** Universal Jobmatch is a key enabler for helping jobseekers find work so we expect that the majority of claimants who are genuinely looking for work will want to willingly use the service themselves.

It is not currently mandatory for jobseekers to use the Universal Jobmatch service however we intend to introduce mandatory use of Universal Jobmatch in 2013.

It has always been our intention to mandate some JSA claimants to register with Universal Jobmatch and upload a CV so that they can make full use of the service. We intend to require those claimants to do this under a Jobseeker's Direction, when some changes have been made to the service to fully support this. Jobseeker's Directions require Jobseeker's Allowance claimants to take specific actions which will help them find work, and failure to do so without good reason may result in a benefit sanction.

As part of their entitlement to JSA, claimants must be able to demonstrate what they are doing to look for work, failure to do so could result in a benefit sanction being applied. As part of this, activity within Universal Jobmatch may be discussed.

**C12: Are customers disadvantaged if they do not have access to the internet at home?**

**A:** No, Universal Jobmatch is available from Internet cafes, Libraries etc. indeed anywhere that the internet can be accessed from and job information is accessible via Jobpoints.

**C13: How many jobseekers are able to use Universal Jobmatch?**

**A:** As many as want to. The service can accommodate up to 9 million accounts (jobseeker and company).

**C14: How can a jobseeker provide feedback if they are unhappy with the Universal Jobmatch service?**

**A:** Jobseekers can provide feedback on their experience via Universal Jobmatch to help improve the service quality.

They are also able to request voluntary feedback from companies or register a complaint about any company.

**C15: What are the advantages of having a CV as well as a profile?**

**A:** By having a CV as well as a profile the company can run jobseeker searches which match automatically against jobseeker CV's and return anonymous lists of suitable candidates. The company can then choose to contact them and invite them to an interview.

**C16: What help is available for jobseekers that are experiencing difficulty in using the Universal Jobmatch service?**

**A:** Universal Jobmatch has comprehensive help text and FAQs. If a jobseeker is unable to find the answer they are looking for on Universal Jobmatch, they can contact the helpdesk via a 'Contact Us' field. They will receive an acknowledgement by email with a timescale for resolution.

**C17: How do jobpoints work with Universal Jobmatch?**

**A:** All jobs available on the universal Jobmatch site are also available to view via jobpoints. When accessing a jobpoint the user will actually be conducting an anonymous one off job search. They do not need a Universal Jobmatch account to use jobpoints.

There is little point in customers who have Universal Jobmatch accounts using jobpoints as the UJ system will already be carrying out automatic matching on their accounts and alerting them to suitable vacancies – Jobseekers will need to log into their UJ account to access these matches and this is not be possible via a jobpoint.

**C18: Why is DWP going to force people to register on Universal Jobmatch?**

**A:** Universal Jobmatch is a valuable tool for helping jobseekers find work so we expect that the majority of claimants who are genuinely looking for work will want to willingly use the service themselves.

Where this is not the case and where appropriate we **may** require some JSA claimants to create a profile and public CV in Universal Jobmatch.

In addition to this, JSA claimants must do all that can be reasonably expected of them to find work and must apply for any jobs that an adviser deems suitable. Universal Jobmatch provides access to a wide range of vacancies, so using the service is an important part of actively seeking work.

**C19: What happens if I refuse to register on Universal Jobmatch?**

**A:** If after the Jobcentre Plus adviser has explained the benefits of the service to you, you still refuse to use Universal Jobmatch, the adviser may then consider whether it is reasonable to issue a Jobseeker's Direction to mandate you to register on Universal Jobmatch.

Before issuing a Jobseeker's Direction the adviser will take into account your circumstances and whether you have access to the internet.

Jobseeker's Directions require JSA claimants to take specific actions which will help them to find work, and failure to do so without good reason may result in a benefit sanction being applied.

**C20: I don't want to accept cookies on my computer so how can I register?**

**A:** If you choose not to accept cookies on your own computer, then where possible you can use an Internet Access Device in your Jobcentre (by arrangement with your adviser).

**C21: If I have been issued with a direction to register on Universal Jobmatch do I have to give DWP access to my account?**

**A:** No, it is your choice whether or not you allow DWP access to your account. You can give access by ticking a box within your Universal Jobmatch profile.

**C21: How can you justify mandating people when there have been so many problems with the service?**

**A:** Universal Jobmatch is a key enabler for helping jobseekers find work. In addition to this, JSA claimants must do all that can be reasonably expected of them to find work and must apply for any jobs that an adviser deems suitable. Universal Jobmatch will provide access to a wide range of vacancies, so using the service will be a key part of actively seeking work.

The launch of this service has been accompanied by some technical challenges which have caused difficulties for some jobseekers and employers. However the operation of the Universal Jobmatch service is subject to monitoring and a number of fixes have been introduced to improve the service.

Jobcentre Plus advisers will explain the benefits to JSA claimants of registering with the service so we would expect that the majority of claimants who are genuinely looking for work would want to willingly use this service. Where claimants will not do so, advisers will only be able to mandate them to register with or use Universal Jobmatch if it is reasonable in terms of improving their employment prospects and being able to use the service. It may not be appropriate to mandate those, for example, with a learning or other health related condition or who lack the necessary literacy and/or numeracy skills.

**C22: Will you be gathering data on the numbers of people who have been mandated, and who will be able to see that data/how regularly?**

**A:** No data will be gathered on the number of people mandated to use the service.

**D. What do the changes mean for our People**

**D1: What does the introduction of Universal Jobmatch mean for me?**

**A:** Universal Jobmatch provides you with information that will help the jobseeker with their return to work or in identifying the need for training to improve their skills.

Companies can manage jobs themselves, leaving more time for: Employer Engagement staff to focus on recruitment support and partnership working; and Personal and Assistant advisers to support claimants in accessing training to improve their skills and to improve their CVs. This will become even more important for ensuring that jobseekers are matched with company requirements.

Advisers need to proactively support and encourage our claimants to set up an account and give DWP access to view the account via a tick box on the service. They can do this at any time and once access is granted it will remain



in place and provide a view of the jobseeker's account until the time access is removed. Advisers will have the same view of the account as the jobseeker, once access has been given. Advisers can carry out a more 'diagnostic' intervention by looking at the CV and the jobs the customer has been matched against. With more information at their disposal, advisers can decide on whether more regular interventions are needed with some jobseekers.

Jobseekers can benefit from this too, as all their jobsearch activity is in one place, allowing interventions to become more tailored and relevant to their jobseeking requirements, allowing the adviser the opportunity to focus time with the claimant to optimise CVs and identify skills gaps to the make best use of Universal Jobmatch, to help the jobseeker to improve their skills.

Advisers can use interventions to discuss the matches the jobseeker has received and any action the jobseeker has taken on these matches. Advisers can do a jobsearch and link a job to a jobseeker's account for them to apply. If a job is linked, it is possible to direct the jobseeker to apply for this, noting their action on LMS, and take DMA action if the jobseeker does not submit an application.

## **D2: What information do staff have access to on Universal Jobmatch?**

### **Staff in Jobcentres**

Staff in Jobcentres that currently support claimants in their job search can access the online Help function for users, view a claimants account and will have access to an adviser view of claimants accounts, which they can utilise to help claimants make the best use of the new service.

### **Managers**

Managers can view information that has been accessed or amended by staff for supervisory and qualitative purposes. Depending on the level of access the managers have they can also complete a job search, view relevant jobseeker or company MI, view company information, view staff activity, view a jobseeker account and access online Help function for users.

### **Contact Centre Services Agents**

Contact Centre Services Agents can support both customers and companies. To assist companies who are unable or unwilling to use the Universal Jobmatch online service, Contact Centre Services staff can put a job on and take it off the service (but will not manage the job for the company) view company account information and access the online Help function for users. To assist jobseekers who are unable or unwilling to use the online service, staff can do a job search on their behalf. Staff cannot set up an account for a jobseeker.

### **Staff supporting Companies**

Staff supporting Employers and Performance, Service Delivery and Policy teams can promote the service to companies, create, amend and view notes on companies, view company account information and access online Help function for users.

MI is available from the service to support local company engagement

**D3: Will Digital Champions be involved in supporting Universal Jobmatch?**

**A:** Digital Champions play a key part in raising the awareness of digital services, including Universal Jobmatch and the support available locally. They can encourage our staff to promote digital services to claimants and customers.

**D4: What Management Information (MI) is available from Universal Jobmatch?**

**A:** Universal Jobmatch provides internal and external labour market information, which is intuitive for the user to understand and use. The Universal Jobmatch service will also provide snapshots of information by geographical, industrial and job type, which incorporate national trends.

**D5: What impact will Universal Jobmatch have on JSA labour market conditionality?**

**A:** Universal Jobmatch will have an impact on the current processes and procedures around JSA labour market conditionality. Chapter 03 of the Universal Jobmatch Toolkit gives information on how DWP staff will use the service to help assess JSA labour market conditionality. This includes:

- [Actively Seeking Employment](#).
- [Refusal of Employment](#).

**D6: When a JSA claimant registers and sets up a profile on Universal Jobmatch they will be asked to tick a box to give DWP access to view their account. What action can we take if they do not tick this box?**

**A:** Chapter 03 in the Universal Jobmatch Toolkit gives information about [explaining the benefits to claimants of allowing DWP access to their account](#). However, if the claimant subsequently decides not to, we **cannot** and **must not** mandate them to give DWP access to view their account.

**D7: What action can we take if a JSA claimant says they will not register to use Universal Jobmatch?**

**A:** Universal Jobmatch is a key enabler for helping jobseekers find work so we expect that the majority of claimants who are genuinely looking for work will want to willingly use the service themselves. Where this is not the case and where appropriate, once changes have been made to the service we **may** require some JSA claimants to create a profile and public CV in Universal Jobmatch.

From **Friday 01 March 2013**, changes will have been made to the service to support making it mandatory for JSA claimants to create a profile and public CV within the service. Continued use of the service will be included as one of the steps to help improve their chances of finding work.

Therefore, from this date advisers can, if appropriate, issue a Jobseeker's Direction to JSA claimants who do not willingly use Universal Jobmatch to create their profile and public CV.

**Advisers must not apply a blanket approach when considering issuing Directions but should assess each claimant on a case by case basis to ensure that mandating them to use the service is a reasonable requirement.**

**These Frequently Asked Questions will be updated on this intranet page as and when more information becomes available.**