

# **Transforming Labour Market Services (TLMS) Project**

## **Universal Jobmatch Service**

### **Frequently Asked Questions**

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

##### **A1: What is the new service called?**

**A:** Universal Jobmatch has been agreed as the name for the online job posting and matching service, which will go-live in November 2012. The project delivering Universal Jobmatch will still continue to be called the Transforming Labour Market Services (TLMS) Project. Monster Worldwide Limited, a proven market leader in the recruitment sector, was appointed in January 2012 to manage the delivery of Universal Jobmatch. Monster will be responsible for managing the service, providing help for users and working on continuous improvement of the service.

##### **A2: What will the new Universal Jobmatch service do?**

**A:** Universal Jobmatch will be one of the largest jobsites in the UK, providing a new online service to post and fill jobs with automated job matching for both employers and jobseekers. Universal Jobmatch will be 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 will use technology that understands the meaning and context of the search criteria. This will allow a more accurate matching of jobseekers' skills and preferences against available jobs. We are working with Monster to ensure that Universal Jobmatch will be attractive, engaging and easy to use in order to actively encourage its use, increasing the number of jobs posted to become the employers' first site of choice.

##### **A3: How will Universal Jobmatch be accessed?**

**A:** Universal Jobmatch will be accessed via [businesslink.co.uk](http://businesslink.co.uk) for employers in England, via [bgateway.com](http://bgateway.com) for employers in Scotland, via

businesswales.gov.uk (chif.cymru.gov.uk) for employers in Wales, via Directgov for jobseekers and via a desktop icon for staff.

#### **A4: Who can use Universal Jobmatch?**

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

#### **A5: What benefits will Universal Jobmatch offer?**

**A:** Universal Jobmatch will be available to all UK jobseekers and employers, 24 hours a day, 7 days a week and will be one of the largest online jobsites in the UK.

Universal Jobmatch will be a secure and easy way to search for work, with access to all the services via any internet-enabled device (computers and internet-enabled mobile phone).

There will also be an app available for smart/android phones and iPhones and job information will still be accessible via Jobpoints.

#### **A6: Will there be a charge for using Universal Jobmatch?**

**A:** Universal Jobmatch will be free, although normal broadband charges may apply.

#### **A7: Why are we changing our current services?**

**A:** The introduction of Universal Jobmatch supports the Government's aim for services to become 'digital by default' by the end of 2012. It is part of the Department of Work and Pensions digitalisation programme, aimed at providing appropriate and safe/secure access for employers and jobseekers to appropriate Government services.

Universal Jobmatch will also help us to improve our credibility with employers by matching more suitable jobseekers to their jobs and providing additional HR and recruitment support to small and medium sized businesses.

#### **A8: How will Universal Jobmatch manage data?**

**A:** All personal data will be held securely. Data about jobs will be 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 employer on any data will be audited and copied to DWP.

Monster will also keep a full record of all actions taken on the data.

### **B. What will the changes mean for Employers?**

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

**A:** Universal Jobmatch will be available to all employers no matter what size of company or business they are.

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

**A:** Employers will 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.

Employers will have access to see their advertised jobs, post a new job 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 candidates know the outcome of the interview.

They can test the likely response to a job by creating a 'Jobseeker Search'. 'Jobseeker search' will produce an anonymised list of candidates with a suitability score to the employer's requirements so they can test the water and see the number/calibre of suitable jobseekers. The suitability score is worked out on how well the jobseeker's qualifications and skills match the employer's job requirements. This will help employers to attract the right people for their business and match them to the candidates that best meet their specifications.

Employers will be able to 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 will happen to employers that currently use our services?**

**A:** We will determine which employer data will need to be extracted to enable a pre-population of employers' accounts and these will be treated as validated.

Some 40,000 of these employers are already approved EDon users. They will continue to log in using their existing Government Gateway credentials.

All live, suspended or partial jobs on LMS will be migrated to Universal Jobmatch. Only the live ones will be visible and available for searches.

## **B4: How will Universal Jobmatch impact on Employer Direct?**

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

This channel will not be actively promoted.

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

## **B5: How will employers be affected by the changes?**

**A:** Employers will no longer phone Employer Direct or use EDon/Job Warehouse, but will be directed to use the new Universal Jobmatch service. Here, they will be able to register and maintain an account, manage their jobs, view and action results from matches and invite jobseekers to apply for their jobs.

They will also be able to provide feedback on the Universal Jobmatch service and on jobseekers if they choose to, and will have help via online prompts when accessing and using Universal Jobmatch.

**B6: How will the online service ensure that only valid/genuine employers use Universal Jobmatch?**

**A:** When an employer creates an account, there will be validation checks e.g. valid postcode, telephone number, valid address etc.

Monster will contact the employer if the validation checks have not been met and the service could be withheld from inappropriate employers. 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 will work with employers to manage their expectations.

**B7: How will Universal Jobmatch manage employer data?**

**A:** Employers will set the job end date but, there will be an automatic 60 days' expiry on Universal Jobmatch.

**B8: How will we know if an employer is satisfied with our service?**

**A:** Monster will ensure that 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 will be used to improve Universal Jobmatch.

Employers will also be able to use Universal Jobmatch provide feedback to jobseekers on a voluntary basis, when requested by a jobseeker.

**B9: What help will be available for employers who are having difficulty using the Universal Jobmatch service?**

**A:** Universal Jobmatch will have thorough help text and a Frequently Asked Questions facility. If an employer 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.

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

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

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

**A:** Universal Jobmatch 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 and available 24 hours a day, 7 days a week.

## **C2: How will Universal Jobmatch affect jobseekers?**

**A:** Universal Jobmatch will provide 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 employers' requirements.

Jobseekers will need to register with Government Gateway via Directgov - the single domain will be called gov.uk - using their email address and nominating a password.

Once registered on the service, jobseekers will be able to 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.

Jobseekers' CVs and jobsearch criteria will be 'matched' to new and existing job vacancies held by the service and they will receive ongoing matches when new jobs appear. They will also be able to 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 vacancies. 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.

If a jobseeker is unsuccessful at interview, they can request feedback from the employer. This feedback will be provided by the employer on a voluntary basis. Any feedback provided will consist of selections from a number of dropdown boxes (not a free text response).

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

**A:** No they can conduct 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, nor receive advice on any potential skills' gaps or support for training and job applications.

## **C4: What information will 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 barriers to work (e.g. child care requirements).

## **C5: How will a jobseeker be able to use their CV once it is in place?**

**A:** Jobseekers will be able to upload an existing CV or create a new one, and view, amend and delete a CV that they have stored on their account.

There will also be an interactive help and hints facility to assist them in improving their CV content.

**C6: Will there be a printing facility for jobseekers?**

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

**C7: How will a jobseeker be notified of a vacancy?**

**A:** The jobseeker will be automatically matched to jobs if they complete their profile. They will be notified by e-mail and by entry in their account. Universal Jobmatch also has the facility to match jobs against a CV without the employer placing a job vacancy. In this instance, an anonymised match will take place and the employer will contact the jobseeker directly by email.

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

**A:** Jobseekers will be able to register for ongoing job matches and receive alerts via email. They will be able to view jobs against which they have been matched in ranked order and view employer details for jobs matched to their account.

In addition, they will be able to complete applications for a job (including submitting a CV), apply online and view any notifications.

They will also be able to give information to support their job search activity for benefit purposes and view historical activity taken within their account (this list is not exhaustive).

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

**A:** When using the jobsearch facility, jobseekers will be able to record outcomes of searches they have completed and vary the job search criteria. They will also be able to personalise their job search, save search criteria and be able to follow a link from an employer website to apply for a job direct (this list is not exhaustive).

**C10: How will a jobseeker know they are using Universal Jobmatch correctly?**

**A:** Universal Jobmatch will track activity required against the jobseeker's account and alert 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 an employer.

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

**C11: Will benefit claims be affected by Universal Jobmatch?**

**A:** No, this is a job posting and matching service, which is open to everyone, not just benefit claimants and is not connected to any claims.

However, it will support benefit claimants in providing evidence of conditionality with the information all in one place.

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

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

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

**A:** As many as want to. Monster has been asked to accommodate up to 9 million accounts (jobseeker and employer). Universal Jobmatch is aimed at those in and out of work, so there will be no measure of current benefit customer activity on the service.

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

**A:** Jobseekers will be able to provide feedback on their experience via Universal Jobmatch to both Monster and DWP to help improve the service quality.

They will also be able to request voluntary feedback from employers or register a complaint about any employer.

**C15: What is the difference between a CV and a profile for a jobseeker?**

**A:** When an employer places a job vacancy, Universal Jobmatch will search through jobseekers CVs and make a match.

When a jobseeker conducts a search, the service will match the wording against the skills' section on their profile to a job. Advisers will help claimants to ensure that the jobseeker puts the correct wording on their profile and CV to get the best matches.

**C16: What help will be 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.

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

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

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

Employers will 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 employers' requirements.

Advisers will 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 will be able to 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 will be able to decide on whether more regular interventions are needed with some jobseekers.

Jobseekers will benefit from this too, as all their jobsearch activity will be 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 will be able to do a jobsearch and link a job to a jobseeker's account for them to apply. If a job is linked, it will be 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: How will staff be able to assist customers?**

**A:** We will be providing detailed, targeted information for individual job roles, when this information becomes available. However, we can provide an overview of the access for [staff in Jobcentres](#), [Managers](#), [Contact Centre Agents](#) and [staff supporting employers](#).

### **Staff in Jobcentres**

Staff in Jobcentres that currently support claimants in their job search will be able to 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 will be able to view information that has been accessed or amended by staff for supervisory and qualitative purposes. They will also be able to complete a job search, view employer information, view staff activity, view a jobseeker account and access online Help function for users.

### **Contact Centre Services Agents**

Contact Centre Services Agents will be able to support both customers and employers.

To assist employers who need help initially to use the Universal Jobmatch online service, Contact Centre Services staff will be able to put a job on the service and take it off (but will not manage the job for the employer), view employer account information and access the online Help function for users.

To assist jobseekers who need help initially to use the online service, staff will be able to do a job search on their behalf.



### **Staff supporting Employers**

Staff that support Employers and Performance, Service Delivery and Policy teams, will be able to promote the service to employers, create, amend and view notes on employers, update and amend a job, view employer account information and access online Help function for users.

MI will be available from the service to support local employer engagement

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

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

### **D4: What Management Information (MI) will be available from Universal Jobmatch?**

**A:** Universal Jobmatch will provide internal and external labour market information, which will be 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 will incorporate national trends.

### **D5: Will there be any increase in footfall at Jobcentres?**

**A:** We envisage that Universal Jobmatch will result in a decrease in footfall in Jobcentres, as jobseekers will be able to access the service online from anywhere with internet connection.

### **D6: Have the Trade Unions been consulted of these changes?**

**A:** The Trade Unions have been and will continue to be kept informed throughout this process.

### **D7: What impact will Universal Jobmatch have on conditionality?**

**A:** Universal Jobmatch will have an impact on the current processes and procedures around Jobseeker Conditionality.

For example, where we have access to a claimant's Universal Jobmatch account, advisers will be able to look at the claimant's 'Activity History' screen to help them assess whether the claimant has met the Actively Seeking Employment Condition - this screen includes all jobsearch activity undertaken and includes information about job applications, interviews, feedback requested from employers as well as details about any CVs the claimant has created or updated.

Where we do not have access to the claimant's Universal Jobmatch account, the adviser may ask the claimant to bring in prints of these screens to their advisory interviews or jobsearch reviews. Either way, the claimant may also provide evidence of their jobsearch activity by other means, such as copies of letters they have sent to employers or other written evidence from employers they have contacted. They may also continue to provide un-corroborated written evidence, for example an ES4 or give verbal evidence. In terms of Refusal of Employment (RE), advisers will be able to notify claimants of a job that the claimant must apply for by saving a job into their

Universal Jobmatch account. These can be identified separately from jobs automatically matched by the system to allow RE action to be taken if required. Further information on how these processes will work including those where we do not have access to a claimant's account will be available in DMA Storyboards which we hope to publish in the next few weeks.

**D8: When a 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 the claimant does not tick this box or will not even register to use the new service?**

**A:** Advisers will need to proactively support and encourage claimants to set up an account and give access to view the account by helping them to see the benefits of this. For example, that: it will be available 24 hours a day, seven days a week; will give them access to a wider pool of vacancies; all their jobsearch activity will be in one place (as they can record any jobsearch activities they undertake outside the service on Universal Jobmatch) to help them keep track of their jobsearch and provide evidence to support conditionality; it will allow any contacts we have with them to be more tailored and relevant to their job seeking requirements; and we will be able to help them tailor their profile and CV if they are not receiving many matches or signpost them to help to improve their skills.

As a result, we hope the vast majority of claimants will register to use Universal Jobmatch and allow DWP access to their account.

**E. How will Universal Jobmatch affect our current systems?**

**E1: Will Universal Jobmatch replace LMS?**

**A:** No, Universal Jobmatch will only replace the vacancy viewing facility, job search functionality and employer records within LMS.

All other LMS functions will remain unaffected by the introduction of Universal Jobmatch.

**E2: Are any other systems affected by the introduction of the service?**

**A:** The functionality within the Universal Jobmatch service will result in the reductions to LMS outlined in E1, the removal of the interfaces with Jobs and Skills as well as the Internet Job Bank, the closure of EDon, ERM, Vacancy Taking Service and Job Warehouse. The Audit Trail Analysis System will be amended.

Associated MI will be phased out as each existing service ends and new appropriate MI will be delivered direct from Universal Jobmatch.

**E3: How will the existing users of systems be affected e.g. EDon**

**A:** Monster will work co-operatively with Government Gateway to provide a smooth transition of service for existing employers who are registered users of EDon.

Current EDon users already have a Government Gateway account and will only need to log in to Universal Jobmatch and validate their account to access

their records, which will have automatically been migrated into Universal Jobmatch, so they need take no further action.

**E4: How will Universal Jobmatch link with our current IT?**

**A:** Universal Jobmatch will interface with Government Gateway throughout the Contract Period. Government Gateway will administer registration, authentication and enrolment for all jobseekers and employers.

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