

## **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.

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

#### **A1: 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 companies 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.

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 company's first site of choice.

#### **A2: How will Universal Jobmatch be accessed?**

**A:** Universal Jobmatch will be accessed via GOV.UK (replaced Business Link, Business Wales and Business Gateway) by companies and jobseekers. It will be accessed via a desktop icon for staff.

#### **A3: 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 companies in the UK and DWP staff involved in reviewing claimants' jobsearch activity to help and support them into work.

**A4: What benefits will Universal Jobmatch offer?**

**A:** Universal Jobmatch will be available to all UK jobseekers and companies, 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.

**A5: Will there be a charge for using Universal Jobmatch?**

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

**A6: 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 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 will the changes mean for Companies?****B1: Which companies can use Universal Jobmatch?**

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

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

**A:** Companies 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.

Companies will have access to 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'. 'Jobseeker search' will produce 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 qualifications and skills match the Companies 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 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 companies that currently use our services?**

**A:** All company records will be migrated as part of the go-live activities, work has been undertaken to identify the relevant accounts. In addition all jobs will be migrated to the new service. Any outstanding partial jobs will also be migrated but will not be visible to search until the relevant terms and conditions have been satisfied.

Current Edon companies will log into Government Gateway on 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.

Current Employer Direct companies 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 and then self-serve, manage their jobs and post new ones.

**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 companies who are not willing or unable to use online services or to support and encourage hesitant companies. This channel will not be actively promoted.

To assist companies 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 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 will companies be affected by the changes?**

**A:** Companies will no longer phone Employer Direct or use EDon/Job Warehouse, but will be directed to use the new online 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 companies use Universal Jobmatch?**

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

The service provider will contact the company if the validation checks have not been met and the service could 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 will work with companies to manage their expectations.

**B7: How long will the job be advertised on the service?**

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

**B8: How will 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 will be used to improve Universal Jobmatch. Companies will also be able to use Universal Jobmatch to provide feedback to jobseekers on a voluntary basis, when requested by a jobseeker.

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

**A:** Universal Jobmatch will have 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 will the changes mean to Jobseekers?****C1: Who can use Universal Jobmatch?**

**A:** Universal Jobmatch will be 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 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 companies requirements. Jobseekers will need to register with Government Gateway via 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. When setting up their Universal Jobmatch account jobseekers will be 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 will produce an anonymised list of candidates who have qualifications and skills matching the companies job requirements. The companies can then invite jobseekers to apply for their job.

Jobseekers 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 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 will enable 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 interview, they can request feedback from the company. This feedback will be provided by the companies on a voluntary basis. Any feedback provided will be one statement from a dropdown box with 3 reasons available to be selected (not a free text response).

**C3: Will 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 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 work considerations (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 contextual 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 which will print out in a CV format or any website pages and screen prints they might find useful.

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

**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.

**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 company 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.

Jobseekers claiming benefits will also be able to input information to support their job search activity for benefit purposes as part of their job search activity evidence.

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

**A:** When using the jobsearch facility, jobseekers will be able to save 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 to a company website to apply for a job direct (this list is not exhaustive).

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

**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 a company.

**C11: How will JSA claims be affected by Universal Jobmatch?**

**A:** JSA claimants must continue to show what they are doing to look for work and failure to do so may result in a benefit sanction being imposed. Universal Jobmatch will be an effective tool in improving claimant's prospects of finding work. As part of this, they will be asked to create a profile and CV in Universal Jobmatch. Their continued use of this service will also form part of subsequent work focused discussions with advisers.

**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. 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 will be able to provide feedback on their experience via Universal Jobmatch to help improve the service quality.

They will also be 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 will be able to run jobseeker searches which will 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 will be available for jobseekers who 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 will jobpoints work with Universal Jobmatch?**

**A:** All jobs available on the universal Jobmatch site will also be 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 will be 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 will not be possible via a jobpoint.

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

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

**A:** Universal Jobmatch will provide 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 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 company 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: What information will staff have access to on Universal Jobmatch?**

**A:**

### **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. Depending on the level of access the managers have they will also be able to 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 will be able to support both customers and companies.

To assist companies who are unable or unwilling 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 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 will be able to do a job search on their behalf. Staff will not be able to set up an account for a jobseeker.

### **Staff supporting Companies**

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

MI will be available from the service to support local company 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 enable a decrease in footfall in Jobcentres, as jobseekers will be able to access the service online from anywhere with an 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 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:

- [Issuing a Jobseeker's Direction to mandate JSA claimants to create a profile and CV in Universal Jobmatch.](#)
- [Actively Seeking Employment.](#)
- [Refusal of Employment.](#)

**D8: 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 mandate them to give DWP access to view their account.

**D9: What action can we take if a JSA claimant says they will not register to use Universal Jobmatch?**

**A:** Where a JSA claimant will not create a profile and CV in Universal Jobmatch willingly, they can be mandated to do so through a Jobseeker's Direction. However, there are certain considerations you must take into account before issuing a Direction. Full details on what you must consider and how you will issue a Jobseeker's Direction can be found in the [Chapter 03](#) of the Universal Jobmatch Toolkit.

## **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 company 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 and the closure of EDon, ERM, Vacancy Taking Service, Jobs and Skills 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 Universal Jobmatch link with our current IT?**

**A:** Universal Jobmatch is a web based job matching site and will not share information with any of our legacy systems. However Universal Jobmatch will interface with Government Gateway throughout the Contract Period. Government Gateway will administer registration, service authentication and enrolment for all jobseekers and companies.

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