Universal Jobmatch – Operational Planning and Support Product

Using operational insight from a medium sized office, we established that their office register is predominately split into 3 distinct groups:

- 30% of claimants are able to help themselves and who will willingly go off and create an account with little or no help;
- 30% of claimants will need a little more help, support and encouragement to do this; and
- 30% of claimants will demonstrate a strong reluctance to create an account and may need to be mandated to use the service.

For the remaining 10% we envisage that Universal Jobmatch may not be appropriate for reasons such as:
- the claimant has a health problem or disability that will prevent them from using the service;
- English is the claimant's second language; or
- there is no broadband connectivity in the area.

To get the best out of UJ, everyone must embrace the new self-service ways of working. This means that we <u>cannot</u> and <u>must not</u> continue to routinely match and submit all claimants to jobs. Those that are readily using the service will be able to demonstrate that they are applying for suitable vacancies. This then allows more time for advisory teams to concentrate their efforts on tackling those who they perhaps feel are not doing all they can to look for work.

All offices, including management structures must have undertaken the UJ L&D and read all the supporting products, in particular the Universal Jobmatch Toolkit for claimant facing staff and the Employer Adviser Toolkit for employer facing staff.

Offices that are well prepared for Universal Jobmatch and who have already transformed their services to operate in the ways identified under the Developing our Advisory Services (DoAs) project (for example - co-located Personal Advisers and Assistant Advisers so that claimants receive the support they need when they need it) may find it easier to promote Universal Jobmatch to claimants as they will already be investing in the time to support those who need it most.

Any offices that are unprepared for UJ (e.g. they are not yet operating the DoAs model, haven't undertaken the relevant L&D Products or read any of the supporting guidance and products) may find it more challenging to work within the anticipated timeline.

The overall success of Universal Jobmatch is very much dependent on both employers and jobseekers utilising the full service so the quicker we can move towards this the better. The embedded sample timeline and supporting scenarios demonstrate the time it may take to increase claimant take-up more

quickly and the types of conversation and activities that may need to be undertaken.

The scenarios have been generically constructed to illustrate potential claimant behaviours so that districts can consider appropriate mitigation and contingency arrangements to contend with any emerging situations. This is particularly important when considering possible impacts on footfall, appointment timings and resource deployment. For example the potential hotspots identified may be:
- longer Jobsearch Reviews;
- increased flexible interventions;
- congested enquiry points; and
- higher demand for Internet Access Devices.

There may well be a number of variations on the three examples provided however they give an indication of the type of situations that may occur.

These scenarios are also predominantly aimed at the work advisory teams will need to do, but equal thought will need to be given to other areas of the business such as the impacts on our employer facing services (including Employer Direct) and Jobseeker Direct.