

CASE STORY: EURES

Over 2,200 jobseekers use Live Guide to chat with prospective employers during European Job Day

Online chat allows job seekers to quickly introduce themselves to prospective employers

Unemployment levels in Europe currently stand at an alarming level. To help tackle this particular problem, the European Employment Services (EURES) holds Job Days around Europe. Every year thousands of jobseekers line up for its flagship event, the European Job Day (EJD) in Brussels.

EURES seeks to promote mobility and equal access to the labour markets throughout Europe and to help workers wishing to cross borders. The fifth annual EJD in Brussels, organised jointly by the European Commission and EURES, saw more than 10,000 candidates register and 50 top employers attend. With over 110 million European Internet users job-hunting online, employers are starting to realise that their best candidates might not live in the same county, or even the same country.

Realising its potential, EURES decided to develop its online offering by displaying over 1.2 million job opportunities online, introducing advice services and conducting one-to-one on-the-spot interviews.

"So, we started exploring the possibilities of European Online Job Days to extend our advice and services to a much wider audience," said Pascale Woodruff, project coordinator at European Commission. Online chat would allow job seekers to quickly and easily browse through job opportunities and introduce themselves to prospective employers. This provides job seekers with a more specific and targeted approach to job hunting and recruiting.

Netop Live Guide - intuitive and easy to navigate

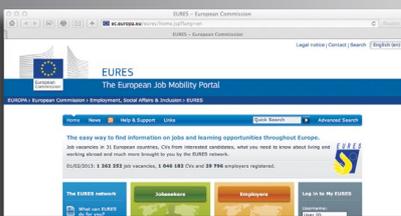
Netop stood out from a number of chat solutions in terms of its reporting capabilities, the option for people to queue, and the cost.

"I was initially quite apprehensive about using a live chat interface as I thought it would require a lot of technical experience, but I was pleasantly surprised as Netop Live Guide is really intuitive and easy to navigate," said Woodruff.

Netop Live Guide enables advisors to text, video and audio chat with prospective employees. These capabilities were attractive features to Woodruff as she had found advisors were more likely to use the text chat, whereas employers would be likely to use video chat.

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Benefits

- Cross-border job interviews through chat
- Text, video and audio chat with prospective employees
- Quick and easy response to inquiries through canned responses
- Reporting capabilities and option for people to queue
- Intuitive and easy to navigate
- Over 2,200 jobseekers interacted with employers

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About Eures

Set up in 1993, EURES is a co-operation network between the European Commission and the Public Employment Services of the EEA Member States (and Switzerland), and other partner organisations. The joint resources of the EURES member and partner organisations provide a solid basis for the EURES network to offer high quality services for both workers and employers.

As well as this, Woodruff was impressed with the use of canned responses. "During the event we were asked a lot of the same questions, so the canned responses were really useful because we could quickly and easily respond to inquiries. This saved us a lot of time and enabled us to have multiple chats and provide a more efficient service." EURES also used the canned responses to provide job seekers with links to employers' websites and to provide further information on job opportunities.

"Our trial with Netop Live Guide was really successful, the software ticked all of the boxes, and it was simple to implement," said Woodruff.

The Commission wanted the chat service to be available on the two main pages of the website, which received most traffic, the 'Chat' page and the 'Meet the Employers' page. On the day, job seekers were given the option to 'chat' directly with the employer on the 'Meet the Employers' page between 9am and 5pm using a button on the employers profile page. This profile also listed their availability and the languages they speak. During the chat sessions, job seekers were

given a one-to-one on the spot interview with prospective employers and, if they were successful, they were then called back for a second interview face-to-face.

A fantastic turn out - 2,200 participated in live chat conversations

In total, 137 employers participated, with 72 registered onsite and 84 registered online. In addition to this, EURES Advisers from 26 countries also took part. "We more than doubled the amount of employers taking part in the event this year because of the convenience and accessibility. Employers were able to take part from where they were based, rather than having to travel to the event-saving a lot of time and money," said Woodruff.

Speaking of its success, Woodruff said: "Netop Live Guide has completely transformed the whole job seeking experience by unlocking more opportunities for job seekers as well as employers. More than 4,000 visited the event on the day, and a further 2,200 participated in live chat conversations, which is a fantastic turn out. Live chat is becoming a popular way of interacting, and we expect these statistics to rise considerably year on year."

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