International Labour Organization

ILO maps out how Public Employment Services (PES) are using technology to improve service delivery

01 PES AND TECHNOLOGIES

Digital technologies are available in 50 per cent of the world's population*, public services for job searching and matching are also becoming more accessible and transparent since most PES are embracing technology.
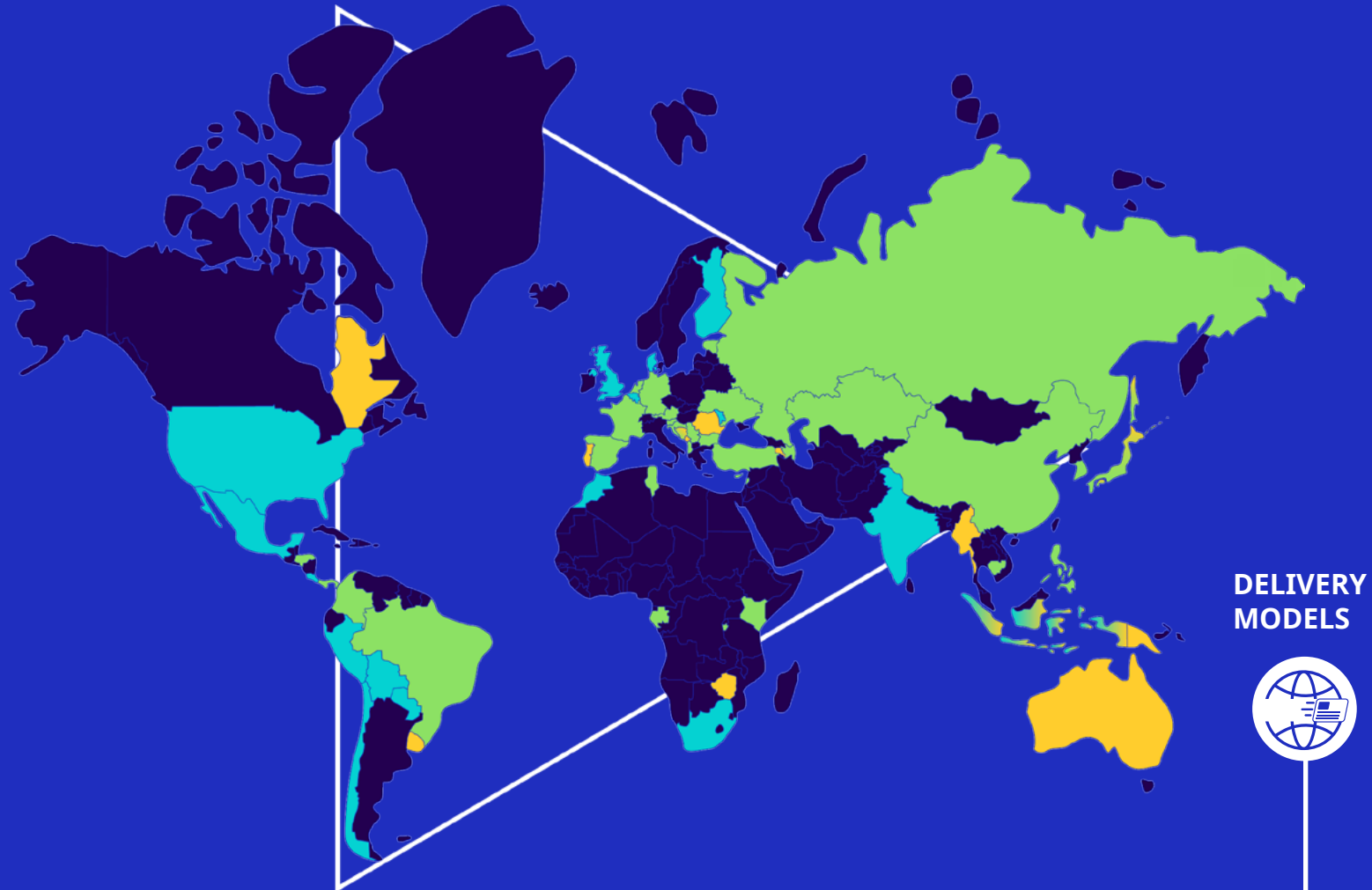
*UN, 2020, The Impact of Digital Technologies

02 ALL SURVEYED PES REPORTED

They provide basic services online such as information and client's registration for job-matching, with one third of these now also offering AI-driven solutions.

03 COVID-19 TRENDS

The outbreak of the COVID-19 pandemic has reinforced this trend which is likely to continue beyond the crisis.

DELIVERY MODELS

Results of the Survey on 75 PES worldwide | 69 countries

While there is a clear trend towards service digitalization, face-to-face services are maintained even in countries adopting «digital first» policies to safeguard equal access for clients with low digital literacy.

27% PREDOMINANTLY TECHNOLOGY BASED

52% ONLY FOR SELECTED SERVICES

21% PREDOMINANTLY FACE-TO-FACE

▶ Technology offers PES an opportunity to win over new clients provided services are:
EASY TO ACCESS, SAFE AND INTUITIVE AS POSSIBLE

EASY TO ACCESS
INTUITIVE
SAFE

▶ In what type of services are technologies being used? (%)

SIMPLE → **COMPLEX TECHNOLOGY**

	Phone	Online App	Social Media	AI
General Information	100	100	100	100
Registration	97	97	98	96
Labor Market Information	95	96	98	95
Job Matching	89	88	89	90
Counselling	84	79	80	81
Skills Training	69	66	65	81
Self-Assessment	57	55	61	67

COMPLEX SERVICES

1st 2nd ▶ Web-based applications for delivery were used by all surveyed PES, over-the-phone services ranked second with **9 in 10 PES** providing support through toll-free numbers and phone help desk facilities.

▶ **8 in 10 PES** are also taking advantage of wide-scale brand accessibility via social media to provide job-search support.

74% ▶ Digitalization and accompanying technologies are used **by nearly THREE QUARTERS** of surveyed PES to deliver more complex services such as counselling, case management and self-assessments. These services need bandwidth-intensive tools or more face-to-face interaction to be effective.

▶ **ARTIFICIAL INTELLIGENCE** can support more responsive and accurate job matching, still quality of data remains an important bottleneck, particularly in low-income or middle-income economies.

Overall, technology is a time multiplier, especially for PES being able to address most in need clients.
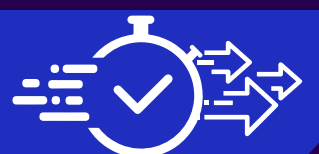
For more information, please contact the Employment Policy Department of the ILO at employmentservices@ilo.org

WAPES supported the distribution of this survey for data collection.