European Social Services Conference

Interactive Session C

3. AI Profiling to Address Labour Market Changes

Presented by
Accenture

09:30 – 10:30

Room HIGH 3

EN - Channel **1**

ES - Channel **3**

EMPLOYMENT SERVICE OF ANDALUCÍA

Statistical Profiling

Andalucía, Spain

Action Lines:

- Match people with jobs
- Share information about market needs
- Leverage Big Data and AI
- Build capabilities of the public servants
- Make our local communities thrive

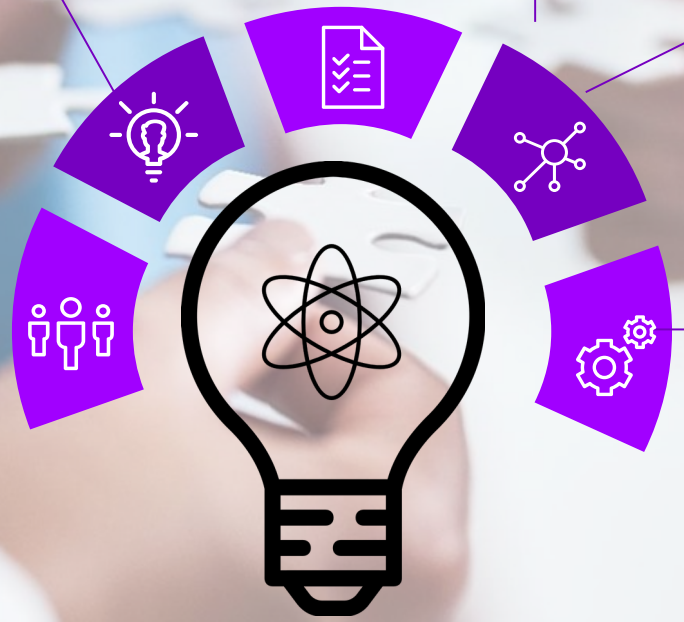
Junta de Andalucía

STATISTICAL PROFILING | Lines

CLASSIFICATION OF JOB SEEKERS ACCORDING TO PROBABILITY OF FINDING A JOB

BIG DATA AND AI TOOLS TO ASSESS EMPLOYABILITY LEVELS

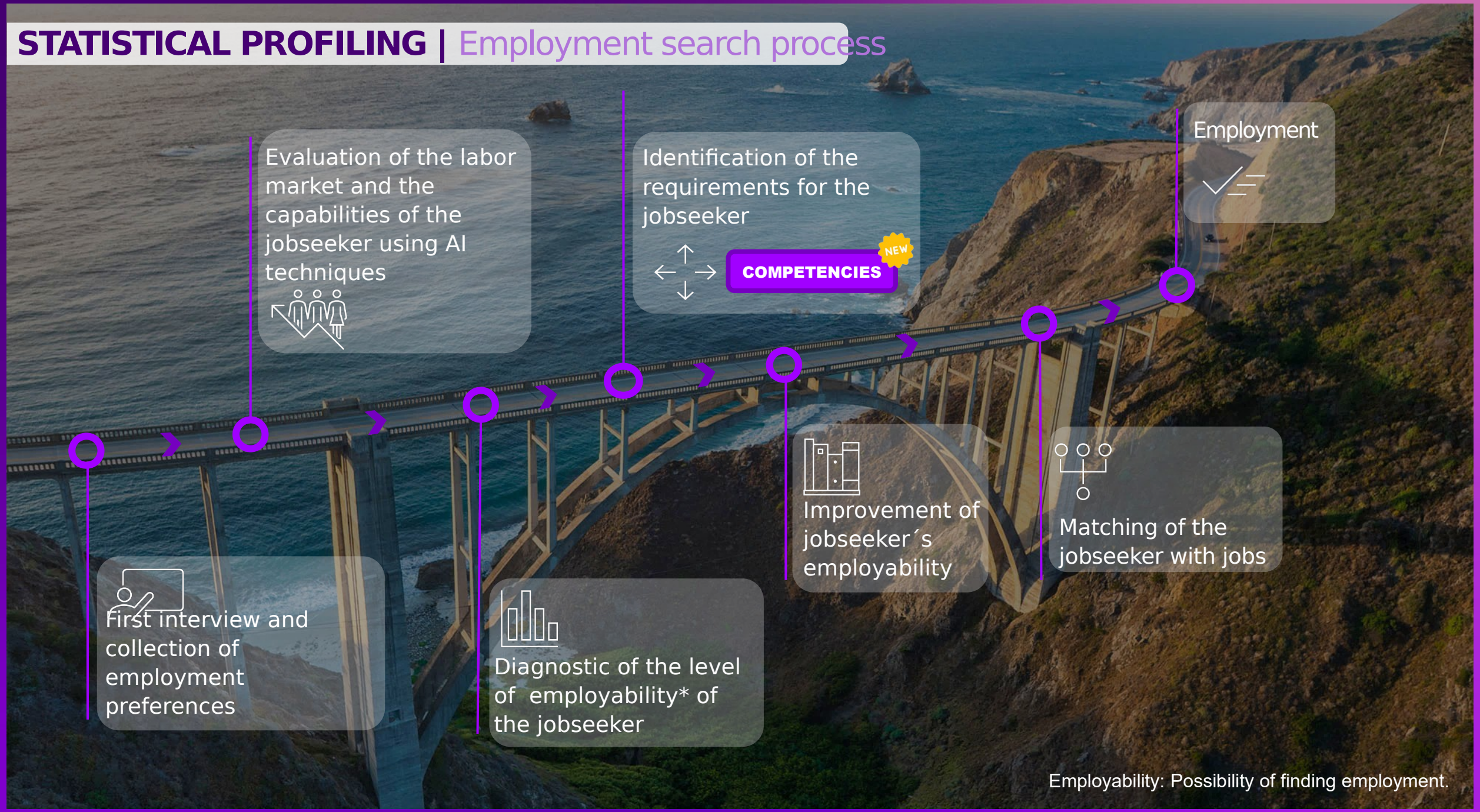
MOST APPROPRIATE RECOMMENDATIONS IN THE SEARCH OF EMPLOYMENT



BETTER EMPLOYMENT SERVICE LEADS TO SOCIAL WELFARE

IDENTIFICATION OF LABOR MARKET NEEDS

STATISTICAL PROFILING | Employment search process



Employability: Possibility of finding employment.

STATISTICAL PROFILING | Levels

MACRO LEVEL

- **Evaluation** of how employment indicators have evolved and **Outlook** on future job offers, contracts finalized, and new jobseekers expected to be registered
- **Public policy implications**
- **Aggregated indicators** for incorporation of jobseekers into the workforce and educational training needed

MICRO LEVEL

- **Assessment** of the jobseeker´s profile within the market
- **Individualized indicators** for the incorporation of the jobseeker into the workforce (geographic mobility and occupation)
- **Personalized recommendations** based on the current market
- **Autonomous decision-making**

STATISTICAL PROFILING | Use cases

DIAGNOSTIC

Status of employment and supply / demand forecast

TRAINING NEEDS

Current employment needs and forecast of those generated by the market

PRESCRIPTION

Individualized recommendations based on the current market

INTERMEDIATION

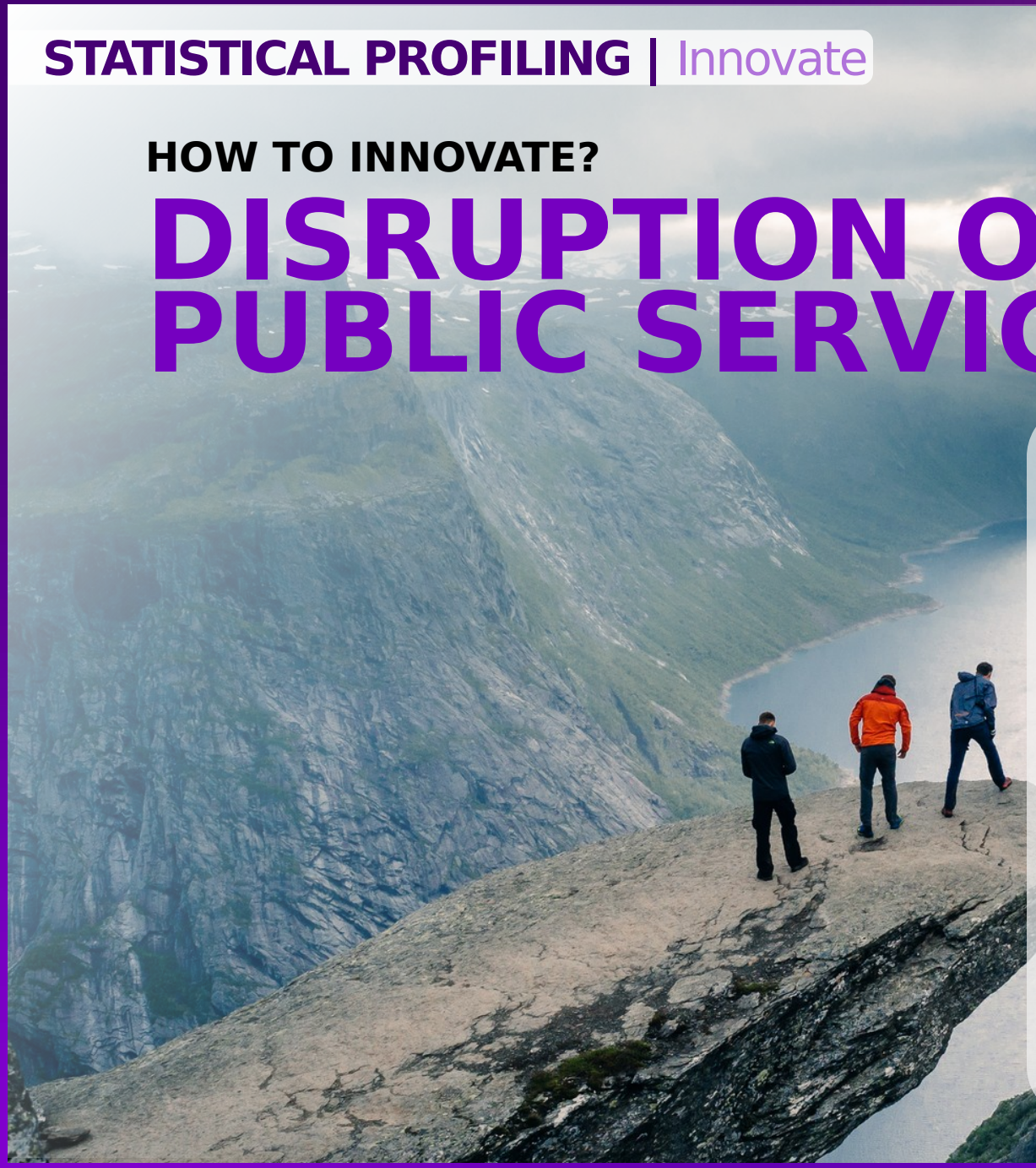
Proposal of occupational alternatives

NEXT STEPS:

- **VIRTUAL ORIENTATION**
- **ANTICIPATION**
- **EVALUATION OF ACTIONS**

HOW TO INNOVATE?

DISRUPTION OF PUBLIC SERVICES



- ✓ Coordinating between public social service agencies
- ✓ Bridging the gap between jobseekers and employers
- ✓ Providing access to information to employment service workers and sharing it with jobseekers
- ✓ Facilitating early intervention by favoring autonomous decision-making
- ✓ Improving employment public policies

WHAT DO WE DO?

WE USE INNOVATIVE TECHNOLOGY TO HELP OUR COMMUNITIES THRIVE

- Improve **accessibility** to employment
- **Increase the employability*** of the job seeker.
- **Process the data** of the job seeker and the labor market
- **Personalized** recommendations to improve employability
- **AI models** for data processing

Employability: Possibility of finding employment.

Thank You