

Aptem Employ  
Employment Outcome  
Research Study



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## Introduction by Richard Alberg, Aptem, Chief Executive

Few people job search effectively and many do so badly. At best this results in people compromising on the job they secure. For some a series of failures leads to a vicious circle of demoralisation and long-term unemployment.

It has always struck my colleagues and me as obvious that technology can make a positive difference. Over seven years we created and improved Aptem Employ, an online portal that supports both advisor assisted and self-service job search. It systemises, focuses and organises what otherwise is chaotic and haphazard. It delivers job search resources and nudges that help the individual jobseeker whilst alerting advisors when a person's job search process is not going to plan.



We wanted hard evidence to support our logic and in the past six months have undertaken outcome studies at three welfare to work providers. All three studies demonstrated that Aptem Employ users secured employment in greater numbers and far faster than those who just received advisor support. This study is our largest and uses data from a national provider in Australia.

In this statistical analysis 73,594 jobseekers were supported by this provider throughout Australia. 54,579 received advisor assistance only. A further 19,015 also used Aptem Employ to help with their job search. Statisticians analysed outcomes overall and by jobseeker category (Streams A to C).

The results unequivocally demonstrate the positive impact of Aptem Employ. Across the entire group, Aptem Employ users were 38% more likely to secure employment. Meanwhile, those **least** job ready (Stream C) were over 59% more likely to secure employment.

These percentages are the headline grabbing items, especially for organisations delivering payment by results contracts. Exploring the data in depth reveals five conclusions that can confidently be made:

1. Users of Aptem Employ in all streams have a higher chance of securing employment than those only receiving advisor support.
2. Users logging into Aptem Employ regularly are more likely to secure employment.
3. Job ready (Stream A) individuals will secure employment in greater numbers and far faster when provided with Aptem Employ.
4. Less employment ready jobseekers (Stream B) started seeing significant improvements in job outcomes after 3 months of Aptem Employ usage.
5. At every stage those who are least job ready (Stream C) and use Aptem Employ are far more effective at securing employment compared to those only receiving advisor support.

I need to emphasise that these excellent results were achieved where advisors were engaged in the process of introducing Aptom Employ and encouraging its use. Though just providing Aptom Employ will result in some jobseekers finding jobs faster, especially the more job ready, sustained usage occurs when jobseekers know that their advisors are monitoring their activities and intervening when this dips.

Finally, I would like to thank all those involved in this research. A large-scale statistical study requires considerable organisation and it is very satisfying to have the hard data that substantiates the logic of using Aptom Employ.

## Introduction

Aptem Employ is an online portal that uses workflows to guide people in their job search, helping them become methodical and focused. The tools and resources in the system include job vacancies (obtained from thousands of job boards and employer sites), CV building, eLearning, activity management and action planning. Advisors also have a login from which they can access all of these resources as well as observe and support each customer's job search activities and progress. Providers can define performance and compliance workflows and have Aptem Employ ensure these are followed.

Perhaps the main purpose of Aptem Employ is to improve the number of job outcomes providers can achieve. This raises the question: does usage of the Aptem Employ system increase the likelihood that a jobseeker will find a job and find it faster? To help answer these questions, placement data and Aptem Employ usage data were analysed for over 70,000 jobseekers who were supported by an Australian welfare to work provider from 1<sup>st</sup> July 2015 onwards. The Australian welfare to work programme categorises jobseekers according to a standardised assessment of job readiness. Stream A are those assessed as being more readily placed into employment with Stream B those less employable and Stream C those furthest from employment.

For this analysis jobseekers were divided into 3 groups:

1. Group 1 - Used Aptem Employ (jobseekers who used Aptem Employ at least once)
2. Group 2 - Didn't use Aptem Employ (jobseekers who were invited to use Aptem Employ but never logged in)
3. Group 3 - Not invited to Aptem Employ (jobseekers who were never invited and thus never used Aptem Employ)

Each jobseeker was then identified as either:

- Secured employment; or
- Did not secure employment

# Results

## Finding #1

### **Jobseekers who use Aptem Employ are 38% more likely to find a job than jobseekers who did not**

The first question we wanted to answer was whether jobseekers who use Aptem Employ are more likely to find a job than those who do not use Aptem Employ. As can be seen in Table 1, 14.1% of jobseekers who used Aptem Employ found a job compared to 10.2% of those who did not use Aptem Employ. Therefore, jobseekers who used Aptem Employ are 37.8% more likely to find a job than those who did not use Aptem Employ.

Given the large sample size obtained over an 11-month period, we can say with a high degree of certainty that usage of Aptem Employ results in a substantial increase in job outcomes. Most providers are delivering payment by results contracts and this level of increased outcome will have a very significant positive revenue impact. It also affects the financial and social well-being of jobseekers, which better fulfils our primary purpose.

**Table 1: Overall employment outcome – Used Aptem Employ vs. did not use**

<b>Used Aptem Employ</b>	<b>Did not secure employment</b>	<b>Secured employment</b>	<b>Total</b>	<b>%</b>	<b>% Diff.</b>
<b>No</b>	48,992	5,587	54,579	10.2%	
<b>Yes</b>	16,332	2,683	19,015	14.1%	<b>37.8%</b>

## Finding #2

### **Jobseekers who use Aptem Employ are 23% more likely to find a job than jobseekers who are invited, but do not login, and 41% more likely to find a job than jobseekers who are not invited to Aptem Employ.**

To check the validity and reliability of our results in Finding #1 we created a control group. Control groups are often used to isolate the effect of a variable to ensure the observed effect is not due to some unmeasured bias. It may be, for example, that advisors are only inviting jobseekers they perceive as more motivated or job-ready. To determine if this is happening and ascertain the impact, we created a third group for analysis: those jobseekers who are invited to use Aptem Employ by their advisor but do not log in.

As can be seen in Table 2, jobseekers who are invited and use Aptem Employ find a job on 14.1% of occasions. Meanwhile, those who are invited, but do not use Aptem Employ, find a job in 11.5% of occasions and those who are not invited to Aptem Employ on 10.0% of occasions.

**Table 2: Overall Placement Statistics – Invited Not Used, Invited Used, and Not Invited**

Group	Did not secure employment	Secured employment	Total	% into employment
<b>Invited – Not used</b>	7,632	993	8,625	11.5%
<b>Invited – Used</b>	16,332	2,683	19,015	14.1%
<b>Not invited</b>	41,360	4,594	45,954	10.0%

This shows that jobseekers who use Aptem Employ are 22.6% more likely to find a job than jobseekers who are invited to use Aptem Employ, but do not login, and 41.0% more likely than those who are not invited. After controlling for advisor perception, Aptem Employ is still substantially superior in helping achieve employment than advisor only.

Further, this result is particularly interesting when we look at the average length of time a jobseeker has been unemployed in each of the groups (see Table 3). It shows that jobseekers who are invited and use Aptem Employ, were unemployed on average for 10 weeks longer than jobseekers who were not invited to Aptem Employ. This means that, not only is Aptem Employ 41.0% better at getting people into work, it does so with jobseekers who have been unemployed for on average 10 weeks longer.

**Table 3: Average weeks unemployed by usage group**

Group	No. Jobseekers	Avg. No. Weeks Unemployed
<b>Invited – Not used</b>	8,618	118
<b>Invited – Used</b>	19,009	102
<b>Not invited</b>	45,754	92

## Finding #3

### **Across all streams, jobseekers who use Aptem Employ are more likely to find a job than those who do not use it**

Our next investigation was to look at the standardised assessment of job readiness (Streams A to C) and ascertain the Aptem Employ impact for each Stream. Results in Table 4 reveal that, for the Stream A group, Aptem Employ is 33.3% more effective in helping jobseekers into employment. For Stream B the difference is 32.6% and Stream C is 59.1%.

The Stream C results are especially noteworthy given that these jobseekers are unemployed for an average of almost 4 years (see Table 5) and represent the most challenging of jobseeker groups to place in employment. Providers are paid substantially more for assisting Stream C jobseekers into employment which makes the 59.1% increase in placements due to Aptem Employ is particularly significant.

**Table 4: Job outcomes as a function of Stream and Aptem Employ usage**

Stream	Total Jobseekers	Did not secure employment	Secured employment	% Employed	% Difference
<b>Did not use Aptem Employ</b>					
<b>A</b>	32,558	29,421	3,137	9.6%	
<b>B</b>	13,164	11,557	1,607	12.2%	
<b>C</b>	8,812	7,970	842	9.6%	
<b>Used Aptem Employ</b>					
<b>A</b>	10,997	9,584	1,413	12.8%	<b>33.3%</b>
<b>B</b>	5,239	4,391	848	16.1%	<b>32.6%</b>
<b>C</b>	2,774	2,352	422	15.2%	<b>59.1%</b>

**Table 5: Average number of weeks unemployed by Stream**

Stream	No. Jobseekers	Average weeks unemployed
<b>A</b>	43,361	55 Weeks
<b>B</b>	18,387	136 Weeks
<b>C</b>	11,583	194 Weeks

## Finding #4

### **Jobseekers who frequently use Aptem Employ are more likely to secure employment**

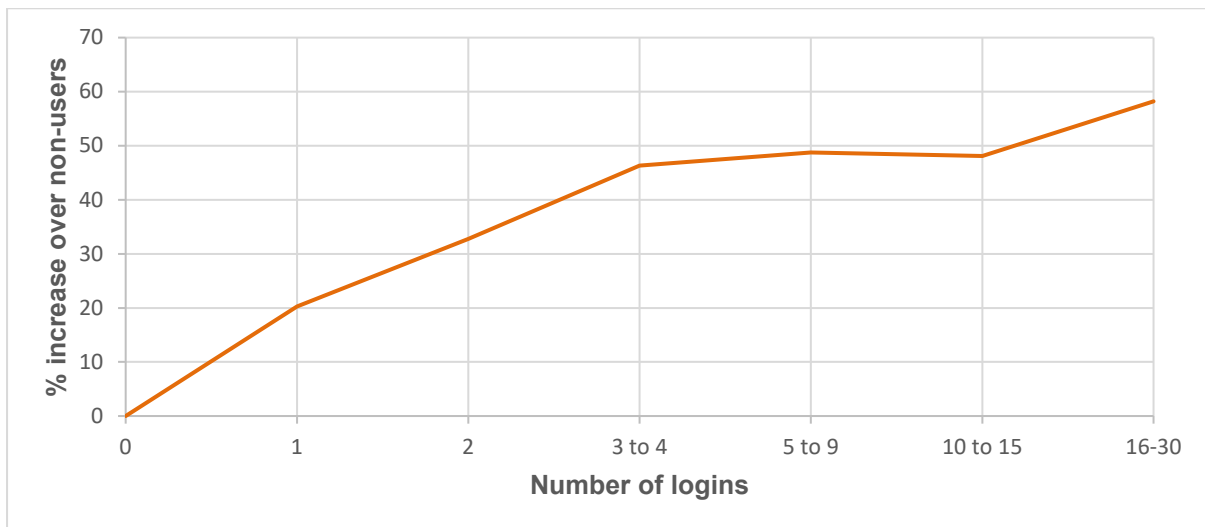
This analysis has already revealed that usage of Aptem Employ has a substantial and positive effect on jobseeker placements. We also explored whether those jobseekers who use Aptem Employ more frequently are more likely to find a job than those who use it less. To test this, we looked at the percentage of jobseekers who secured employment and the number of times they logged in to Aptem Employ. As can be seen in Table 6, jobseekers that use Aptem Employ more frequently are up to 58% more likely to find a job than those who do not use the system. Further, the more times a jobseeker logs in to Aptem Employ the more likely they are to find a job – showing a consistent upward trend (see Table 7).

There is often variability in the degree with which jobseekers use Aptem Employ across all providers. These results show that this variability is strongly correlated with successful job seeking. Therefore, the path to more job outcomes is clear: more activity in Aptem Employ means more job outcomes. As such, providers can readily increase job outcomes by ensuring their advisors actively monitor jobseeker Aptem Employ usage and intervene when activity is insufficient or declines.

**Table 6: Job outcomes as a function of logins to the Aptem Employ system**

Jobseeker logins to Aptem Employ	Did not secure employment	Secured employment	% employment outcome
0	48,992	5,587	10.2%
1	4,395	617	12.3%
2	2,117	333	13.6%
3 to 4	2,339	412	15.0%
5 to 9	2,611	469	15.2%
10 to 15	1,550	277	15.1%
16 to 30	1,630	315	16.2%

**Table 7: Correlation between logins to Aptem Employ and job outcomes**



## Finding #5

### **Newly commenced Stream A jobseekers who use Aptem Employ are more likely to secure employment compared to those who do not use Aptem Employ**

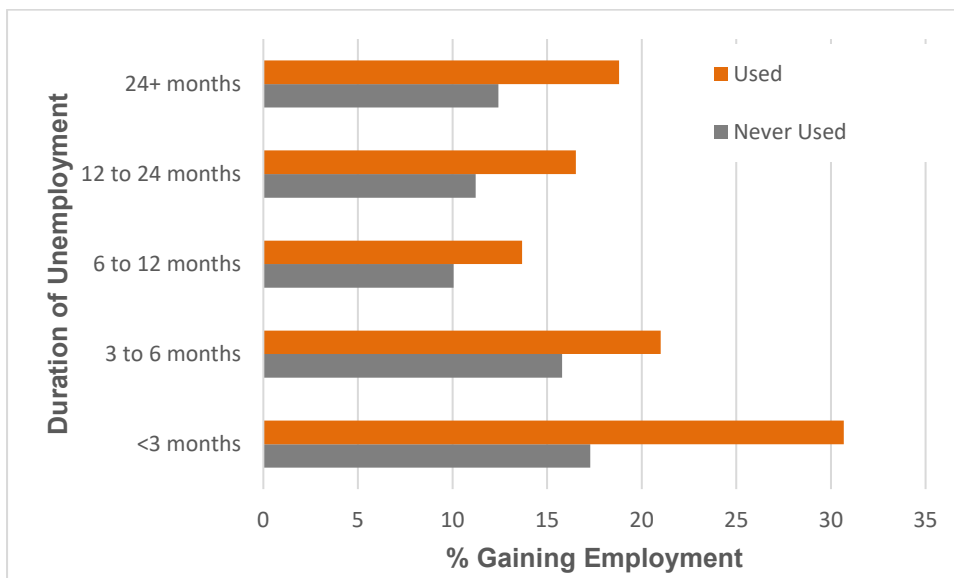
Stream A jobseekers are fundamentally job-ready and are generally considered capable of securing employment with limited assistance. This is particularly the case with recently commenced Stream A jobseekers, who have been unemployed for less than 3 months. Consequently, many providers have chosen not to enrol these jobseekers into Aptem Employ, believing it will not make a material difference to job outcomes and be an investment with little potential for return. To ascertain whether Aptem Employ can in fact make a difference to newly commenced jobseekers we looked at Stream A job outcomes and the length of time the jobseeker has been unemployed.

The data reveals that Stream A jobseekers who have been unemployed for less than 3 months and use Aptem Employ are over 95% more likely to find a job than those who do not use Aptem Employ (see Table 8). This is the largest effect for all the unemployment duration groups we measured. It means Aptem Employ has a significant ‘accelerating effect’ on generating placements for newly commenced Stream A jobseekers.



**Table 8: Stream A job outcomes as a function of duration of unemployment**

Used Aptem Employ at least once		Duration of unemployment				
		<3 months	3 to 6 months	6 to 12 months	12 to 24 months	24+ months
<b>No</b>	<b>Did not secure employment</b>	4,638	4,608	5,676	4,882	2,745
	<b>Secured employment</b>	838	818	456	545	410
	<b>Total</b>	5,476	5,426	6,132	5,427	3,155
	<b>% finding work</b>	15.3%	15.1%	7.4%	10.0%	13.0%
<b>Yes</b>	<b>Did not secure employment</b>	581	1,374	2,334	2,234	1,284
	<b>Secured employment</b>	249	300	223	345	276
	<b>Total</b>	830	1,674	2,557	2,579	1,560
	<b>% finding work</b>	30.0%	17.9%	8.7%	13.4%	17.7%
<b>Gain in using Aptem Employ</b>		<b>96.0%</b>	<b>18.9%</b>	<b>17.3%</b>	<b>33.2%</b>	<b>36.1%</b>



## Finding #6

**Stream B jobseekers who were unemployed between 12-24 months and who use Aptem Employ are substantially more likely to secure employment compared to those who do not use Aptem Employ**

Finding #3 showed us that Stream B jobseekers who use Aptem Employ are more likely to find a job than those who do not use Aptem Employ. We wanted to discover whether this remains the case the longer the jobseeker is unemployed. Anecdotally, we know that the longer a jobseeker is unemployed, the more difficult it is for the person to find a job. As such, we would expect the effect of Aptem Employ on job outcomes to decline the longer the jobseeker is unemployed. To test this, we ran an analysis of job outcomes and period of unemployment.

What we found is that very recently unemployed jobseekers secure employment at a similar rate irrespective of Aptem Employ usage. However, as time passes the Aptem Employ impact grows. As can be seen in Table 10, by 12 to 24 months unemployed, Aptem Employ users are 31.5% more likely to obtain a job and those over two years unemployed are 44.1% more likely to secure employment.

**Table 10: Stream B job outcomes as a function of duration of unemployment**

Used Aptem Employ at least once	Job status	Duration of unemployment				
		<3 months	3 to 6 months	6 to 12 months	12 to 24 months	24+ Months
<b>No</b>	<b>Did not secure employment</b>	746	968	1,532	2,179	4,638
	<b>Secured employment</b>	258	155	199	271	707
	<b>Total</b>	1,004	1,123	1,731	2,450	5,345
	<b>% finding work</b>	25.7%	13.8%	11.5%	11.1%	13.2%
<b>Yes</b>	<b>Did not secure employment</b>	195	369	654	875	1,796
	<b>Secured employment</b>	69	86	116	149	423
	<b>Total</b>	264	455	770	1,024	2,219
	<b>% finding work</b>	26.1%	18.9%	15.1%	14.6%	19.1%
	<b>Gain in using Aptem Employ</b>	<b>1.7%</b>	<b>36.9%</b>	<b>31.0%</b>	<b>31.5%</b>	<b>44.1%</b>

## Finding #7

### Stream C jobseekers who use Aptem Employ are more likely to secure employment compared to those who do not use Aptem Employ

As with our analysis of Stream B employment outcomes, we also wanted to know whether the chances of securing a job declined the longer a Stream C jobseeker is unemployed. To test this, we ran an analysis of job outcomes, looking at the duration the jobseeker is unemployed and its effect on securing employment.

The data revealed an even larger impact than the Stream B results. Not only was the effect of Aptem Employ on job outcomes maintained in each of the unemployment groups we measured, the impact was greatest in the 12 to 24 months unemployment group. Table 11 shows that Stream C jobseekers who were unemployed for less than 3 months and used Aptem Employ were 86.5% more likely to find a job. The difference was 90.0% for the 12 to 24 months group, and 51.1% for the 24+ months group.

**Table 11: Stream C job outcomes as a function of duration of unemployment**

Used Aptem Employ at least once	Job status	Duration of unemployment				
		<3 months	3 to 6 months	6 to 12 months	12 to 24 months	24 Months+
<b>No</b>	<b>Did not secure employment</b>	187	228	572	1,343	4,580
	<b>Secured employment</b>	50	50	110	146	482
	<b>Total</b>	237	278	682	1,489	5,062
	<b>% finding work</b>	21.1%	18.0%	16.1%	9.8%	9.5%
<b>Yes</b>	<b>Did not secure employment</b>	37	54	188	415	1,375
	<b>Secured employment</b>	24	27	45	95	231
	<b>Total</b>	61	81	233	510	1,606
	<b>% finding work</b>	39.3%	33.3%	19.3%	18.6%	14.4%
	<b>Gain in using Aptem Employ</b>	<b>86.5%</b>	<b>85.3%</b>	<b>19.7%</b>	<b>90.0%</b>	<b>51.1%</b>