



Technology:
the missing link in effective
employability solutions

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Introduction

1 The employability landscape

Unemployment and the economy

Unemployment is rising and will rise further into the autumn and winter as the economy remains depressed. The unemployment rate from June to August 2020 was 4.5%, or 1.5 million people, according to the Office for National Statistics¹ (ONS) – a rise of 0.4%. However, the number of people claiming benefits rose by 120% over the same period, which translates to a figure of 2.7 million. In the three months to September, the ONS figures showed that 314,000 had lost their jobs – creating an unemployment rate of 4.8%.

One of the hardest-hit groups is the 16–24 year-old population, where 157,000 fewer people were working in June to August compared to the previous quarter. For this group, there is an unemployment rate of 13.4%. Redundancies overall doubled from June to August.

Office for Budget Responsibility (OBR) 'optimistic' predictions² say that employment levels will return to pre-crisis levels in 2022 after the unemployment rate reaches a peak of 9.6% in late 2020. Its pessimistic conclusions say unemployment will peak at 13.2% (which is four million people) in 2021 and will be 6.3% by the end of 2024.

The bleak economic and employment outlook may be somewhat mitigated by Chancellor Rishi Sunak's extension of the job retention scheme (or furlough). However, two other factors add to the

¹ <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/october2020>

² <https://obr.uk/coronavirus-analysis/>



uncertainty: one, the prospect of continuing local and national lockdowns, and two, a no-deal or minimal-deal Brexit. Both of these factors, combined with unstable economic performance throughout 2020, seem to signal a degree of economic pain and with it rising unemployment.

The policy response

The third sector policy response has focused on enhancing traditional employment support and retraining. The Institute for Employment Studies (IES), for example, published a report in April 2020³ advocating a 'Back to Work Campaign'.

This campaign would include 'active labour' programmes (that is, government intervention), more job coaches, the personalisation of support, skills training, a focus on young people and the inclusion of diverse stakeholders in the campaign.

The strong interconnection between employability and skills was also underlined by the Centre for Social Justice (CSJ) in its new report – The Long Game: How to Reboot Skills Training for Disadvantaged Adults.⁴

³ <https://www.employment-studies.co.uk/system/files/resources/files/5411.pdf>

⁴ <https://www.centreforsocialjustice.org.uk/core/wp-content/uploads/2020/06/CSJ-The-Long-Game.pdf>

The report is aimed at tackling the adult skills deficit threatening to derail the UK economy, where a quarter of workers are underqualified in their employment, 11.3 million adults do not have basic digital skills and a third of working-age adults are only qualified to Level 2 or below. The CSJ made 14 recommendations, which include reinstating grants for adult learning at all levels (specifically to improve the skills of those who left school with little), creating more opportunities at Level 4/5, improving part-time adult participation in HE, and offering retraining for those made redundant in the pandemic.

While it has not adopted many of the funding and other initiatives proposed in these reports, the UK government has produced a '[Plan for Jobs](https://www.gov.uk/government/topical-events/a-plan-for-jobs-2020)'⁵ – a policy response to ensure that employability is maintained as far as it perceives possible.

The measures included:

- £895m to **double the number of job coaches** from 13,500 to 27,000.

- Using the private sector to deliver a **one-to-one job finding support** service. These contracts total £40 million.

- Additional funding for the **National Careers Service**.

- **Kickstart** – a £2 billion scheme managed through the Department of Work and Pensions, aimed at incentivising employers to hire young people by funding 100% of their national minimum wage for six months.

- **Expanded youth offer**, providing targeted support to help young people find work and expand traineeships.

⁵ <https://www.gov.uk/government/topical-events/a-plan-for-jobs-2020>

- £2000 payment to employers for every apprentice they hire under 25, and £1500 for over 25s.
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- Support for hard hit sectors, such as hospitality, to encourage a 'return to normal'. Examples of this support include Eat Out to Help Out and VAT cuts.
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- Infrastructure projects to boost jobs.

Many of these are important ideas and show some alignment between governmental and third sector thinking. But where does technology fit into these policy objectives? It is unclear. The Government's Commercial Agreement for the provision of Employment and Health Related Services (CAEHRS) says that providers were expected to have a digital solution; however, it was not specific about what



that would look like. As a result, the technology sector itself is required to articulate how technology might integrate with, and evolve, any back to work plan.

And technology matters when it comes to thinking about the type of jobseeker likely to emerge in volume over the next few months. Much of the state sector unemployment market has been geared in recent years towards the long-term unemployment. Growing employability coaches makes sense when jobseekers are high needs.

However, the current rise in unemployment seems to be driven by individuals with profiles such as:

- Largely job ready rather than long-term unemployed.
- Diverse skills levels, from low to very high-skilled.

- Jobseeking in the context of a vacancy shortage, meaning that jobseekers need to be as agile as possible.
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- Specific sectors, such as hospitality and retail, are highly represented.
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- Groups such as women, young people and those with disabilities are also strongly represented, and this group may be high or low needs, high or low skill.
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Evidently, the employability sector needs to pivot towards representing all these groups and in volume, which will demand a high degree of efficient self-service combined with targeted support where needed. Technology can play a crucial role in both of these requirements.

The purpose of this white paper is to examine how technology could, and should, be mobilised in the current crisis. It will explore what technologies already guide the public and private sector, followed by an outline of the new frontiers for technology. In other words, what can technology offer the sector now and into the future?



2 Technologies in the employability sector

Jobcentres went paperless in 2014⁶, with the installation of digital equipment at 700 sites to handle claims. Six-thousand computers were also installed to allow claimants to search for jobs and complete admin such as claims and updating their CVs. The Department of Work and Pensions (DWP) also hosts Find a Job⁷, developed in partnership with Adzuna, which enables online job searching, a personalised account with uploaded CVs and email alerts. It is not, however, a job matching service, which is a more sophisticated tool to match jobseekers with vacancies.

⁶ <https://www.gov.uk/government/news/jobcentres-go-digital>

⁷ <https://dwpdigital.blog.gov.uk/2019/04/02/how-were-helping-people-to-find-a-job/>

⁸ https://reform.uk/sites/default/files/2018-10/Digital%20Jobcentres_FINAL.pdf

⁹ <https://janzz.technology/nrk-shows-success-stories-from-norways-new-job-matching-platform/>

A report by Reform in 2016⁸, argued for a better automated, self-service technology, citing Norway's Arbeidsplassen.no⁹, which is hosted by the Labour and Welfare Administration and matches jobseekers' CVs with vacancies. Rather than spreading job coaches thinly, it argues their time should be focused on those with the most needs – only possible with a functioning self-service technology.

The report also highlighted how little data was being used in employability. Data could, it argues, match tax records of jobseekers with the tactics of job coaches to enable the system to understand what works and allocate budgets more effectively. Jobcentres could also play a role in helping shape labour market interventions by drawing on data.



“If jobcentres shared their understanding of local labour market conditions, the types of people looking for work and industries growing (and declining) in the local economy, employers and educational institutions would make better investment and training decisions.”

Yet this kind of granular and localised data has yet to be deployed, meaning regional planners and businesses face an ongoing mismatch in training, skills and labour market needs.

Jobcentres also lack an end-to-end approach, which could combine training with advanced job search capabilities, CV deployment and application management. Little thought or training is put into not just getting a job but keeping it – and beyond having a job, developing a career. In other words, this should be the aspiration of the joined-up employability and skills training package that can be delivered entirely remotely if necessary.

The world of private recruitment has also developed technological capabilities, in many ways more

advanced than the state sector. A [report by the Nominet Trust in 2012](#)¹⁰ highlighted the emergent ways digital technologies are changing the world of recruitment. These included:

- Online job searches, which then became incorporated into the Direct.gov jobs and skills search website, meaning employers can increase the volume and scope of applicants and jobseekers have a larger field within which to search. [Research by Pew](#)¹¹ in 2015 estimated that the number of Americans using the internet to search for jobs had doubled from 2005 to 2015, though many were unconfident about their skills.
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- LinkedIn allows candidates to play a less 'passive' role by submitting their profile to potential employers.

- The dominance of online job searching brings greater screening of social media profiles.

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- Automated selection tools, such as electronic screening questionnaires accessed via the internet, virtual work simulations and automated scoring systems deliver cost and efficiency savings to employers.

Since 2012, more innovations have been forthcoming. Recruitment technologies [identified by the magazine Information Age](#)¹² include:

- Predictive analytics to help identify the best candidate – for example, one company, VoiceSense, uses voice analysis to gauge the best fit.

¹⁰ <https://socialtechtrust.org/wp-content/uploads/2017/11/NT-SoA-4-Employment-and-the-internet-1.pdf>

¹¹ <https://www.pewresearch.org/internet/2015/11/19/1-the-internet-and-job-seeking/>

¹² <https://www.information-age.com/recruitment-trends-in-tech-123477013/>

- Use of AI in interviews to, for example, create interview questions, detect uncertainty or falsehoods in interviews and screening out bias.
- Using AI and machine learning to talent scout.

While the use of these kinds of technologies are increasingly prevalent, there are some caveats.

One caveat concerns skills. Analysis of the Labour Force Survey¹³ data published in 2011 said that older and less educated jobseekers were less likely to use the internet to search for jobs. Skilled and unskilled craft jobs are less likely to be advertised on the internet. This suggests that the absence of IT skills is having social justice and social mobility implications. The research by Pew also suggested that skills impacted use of internet job searching.

¹³ <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/2011censusandthelabourforcesurvey/2012-12-11>



These findings suggest a need for greater IT training for jobseekers.

Many technologies are underdeveloped. Aggregate job sites rely on keyword matching. This tends to be a blunt tool as, for example, jobs with similar skill sets may have different job titles. A more advanced method would be to build a taxonomy of job roles and make these searchable, using machine learning to make ongoing refinements. Technologies that uses this approach are [Jobrapido's 'Smart Intuition Technology'](#)¹⁴, job-matching AI startup [BrilliantJobs.co.uk](#)¹⁵ and [Aptem Employ](#)¹⁶.

Because of these technologies, it has never been easier to apply for jobs – and with a broader geographical scope. However, quantity does not necessarily imply quality. The jobseeker may, through the use of technology, apply for jobs with less care

and personalisation, and the recruiter or employer may find themselves overwhelmed by poor quality applications.

The consequence from the recruiter's side is an escalation in technologies used to sift volume applications, including the use of AI to sort applications according to keywords and other CV analysis (Actonomy being one example), the use of AI in interviews and interview chatbots. [Research by Carmichael Fisher in the US in 2019](#)¹⁷ found that nine out of ten jobseekers interviewed disliked the use of AI to sift applications, believing they should be reviewed by a person. However, there was some positivity recorded on the ability of AI to reduce gender and racial bias.

¹⁴ <https://pressreleases.responsesource.com/news/96630/new-search-engine-technology-enhances-recruitment-processes-by-matching-candidates/>

¹⁵ <https://www.brilliantjobs.co.uk/>

¹⁶ <https://www.aptem.co.uk/employ/>

¹⁷ <https://www.myiep.uk/blogpost/1865348/356644/The-IEP-Journal>

Nominet has suggested that in difficult economic environments, employers may choose to ‘de-risk’ recruitment through word of mouth applicants and recommendations. Around 60% of job vacancies may not be advertised at all. This stretches the limits of technology’s offering and suggests a role for education and understanding within employability.

Jobseeking technology has been stagnant in the public sector for some years now. Thought leadership articles published by the Institute of Employability Professionals on the intersection of employability and technology reveal a ‘not there yet’ perspective – a desire to use what technology can offer but with little tech integration with person-led services in practice. For example, Chris Blackwell MIEP, Founder and CEO of

Purpose Led Performance, contends that¹⁸:

“The future is uncertain, but one thing that is certain is that sooner or later technology will fundamentally change the way employability services are delivered and in ways that are unexpected. While technology will change the way services are delivered, truly great employability services rely on uniquely human abilities which technology will be able to enhance but not replace.”

By ‘uniquely human abilities’ he means the relationship between jobseeker and employment adviser exemplified in the case management approach. Technology should enhance that relationship – make it more effective – not replace it, he argues.

¹⁸ <https://recruitmentbuzz.co.uk/report-finds-negative-impact-of-artificial-intelligence-ai-on-job-seeking-candidates-and-employer-brands/>

In the private recruitment and employment sector, technology is more developed and, as we have seen, is used to help sift candidates as applying for jobs becomes ever easier. Technology providers, however, should be mindful of the skills level of jobseekers, the need for end-to-end functionality and should adopt socially just ways to mitigate information overload.



3 New frontiers for employability technology

So, what kinds of technology might be most useful to work-ready jobseekers, recruiters and jobcentres, while inculcating the skills necessary to succeed in today's job market? In this section, we will explore what technology currently exists in the employability space and how it can work to deliver better employment outcomes and policy aspirations. In the conclusion, we will look briefly at what tech innovations are on the horizon.

Self-service

Self-service employability programmes enable the jobseeker to help themselves to find work using technology-assisted means. Without necessarily seeking any external support, the jobseeker can learn new

employability skills, create CVs, search for jobs, know how to apply for jobs, understand what to do in an interview, land a job and make a success of it.

Self-service:

- Puts jobseekers in charge of their own job search, particularly important when they are largely work-ready.
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- Specifically targets work-ready jobseekers with low cost but efficient systems so they can be in control of their job search. Aptem Employ's fully automated, end-to-end functionality means face-to-face resources such as job coaches can be targeted where they are needed most – either with the long-term unemployed or for wellbeing support such as enhancing a resilient mindset.

- Expands the scope of job search and recruitment. This possibility fits with emerging trends in recruitment where recruiters are broadening their geographic scope as more work becomes remote. Aptem Employ's search engine, for example, aggregates vacancies from a very wide selection of agencies and sites.
- Underlines recruitment trends that point to the relevance of employer research and targeting. Jobseekers need the tools to do this. Aptem Employ, for example, allows users to track specific employers' vacancy pages.
- Utilises the growing role of social media in recruitment, as well as helping to manage the user's online footprint. With Aptem Employ, users can search for social media skeletons – things you've posted or have been posted about you that might alienate employers – and offers advice on how to manage social media profiles and posts.

Personalisation

Universal credit was introduced in 2013, designed as a 'digital first' system that consolidated existing benefits and offered greater personalisation. Claimant commitments replaced the Job Seekers Agreement which, in the words of one job coach, **"had become little more than a checklist"**¹⁹. The concept was for jobseekers and work coaches to co-design a path to employment.

The Social Advisory Security Committee (SSAC) investigated²⁰ the effectiveness of claimant commitments and found that many had not been

¹⁹ & ²⁰ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/833426/ssac-occasional-paper-21-effectiveness-of-claimant-commitment-in-universal-credit.pdf



sufficiently personalised. In some cases, generic requirements were being ‘cut and pasted’ from a central document. Only around half of universal credit claimants felt that their personal circumstances had been taken into consideration, while just over 60% felt their commitment was achievable.

Therefore, personalised employability services remain – for the state sector – an aspiration rather than a reality. Research by [Lindsay et al. \(2019\)](#)²¹ on lone parents’ experiences of jobcentre employability revealed that

lone parents felt standardised employment services – strict welfare conditionality and ‘work first’ procedures that pressurised jobseekers to accept any job – did not meet their needs. They compared this with a Scottish voluntary sector programme, ‘Making it Work’, which was co-produced with service users and able to deliver a personalised programme for employment.

The project’s personalisation was facilitated by keyworkers. However, technology can also deliver personalisation. State and private employability services do not have the resources for

²¹ <https://pureportal.strath.ac.uk/en/publications/street-level-practice-personalisation-and-co-production-in-employ>

the level of keyworker support envisaged by the Scottish project, particularly when it comes to the large volume of work-ready jobseekers likely to emerge over 2020 to 2021.

A handful of variables or the results of an assessment can reveal strategies that offer a greater probability of success for the individual. So how can technology help? Rules-based automation – where rules are fed into software which stores, sifts and manipulates data to analyse patterns which can be automated – can result in personalisation that makes a material difference.

Procedures this can be used for are vacancies that are displayed to the individual, the job search guidance provided, the language used, strategies suggested, and how goals are measured and displayed. For example, people with disabilities or lone parents are more likely to be interested

in work that is designated as flexible or even remote.

And as machines automate preferences and needs, the information provided can make it easier to provide personalised support with, for example, recommendations as to when and how job coach interventions will be most beneficial.

One area where personalisation is extremely beneficial is in the handling of psychological distress. For many, the job search process is challenging and stressful. This distress is significantly compounded in times of high unemployment, as the competition for roles means that for each application the chances of success are lower. There will be other similarly capable and qualified applicants; employers will be inundated and may not handle communications and rejections very well.

Frustration at failed applications, combined with increased desperation, can result in a cycle of growing despondency, lower quality job applications and reduced likelihood of success. Within months, a person who ordinarily would have found work becomes destined for long-term unemployment and has accumulating employability barriers.

Technology can assist with picking up on the markers of distress produced by declining success. It can identify unusual ratios, such as applications to interviews or interviews to job offers. It can assess changes in jobseeker activity levels, proactivity or time taken to respond to particular items and provides valuable information around which job coaches can organise interventions or automated help.

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Text and sentiment analysis tools are getting increasingly sophisticated. Once again, they can reveal mindset changes and trigger automation to assist.

As research indicates measurable characteristics and effective responses, technology can be coded to detect the signs and trigger the required response. This could be anything from a nudge (see below), to relevant guidance being provided and interventions from others. In all cases, the efforts of work coaches can be more efficient and focused, or the problem can be dealt with via the platform at scale, low-cost and reliably.

Aptem Employ enhances personalisation through sophisticated case management tools, auto-updating action plans and post-employment milestone setting. In 2021, AI and machine learning facilities will be updated, meaning that

as the jobseeker interacts with the platform, it will provide and refine targeted services.

Big data and AI

Data analysis is becoming increasingly important within the skills training and employability sectors. Data not only allows recruiters and job coaches to track client progress, but it also offers information to shape targeted and flexible support. Data and machine learning are strongly connected to the concept of personalisation (see previous section), which involves finding the right programme of employability skills and employability plan for the individual.

There are many examples of big data and AI in EdTech currently. Georgia State University [employed big data analysis](https://www.timeshighereducation.com/features/how-do-universities-use-big-data)²² to improve retention and accelerate the time taken to graduate, saving students money.

²² <https://www.timeshighereducation.com/features/how-do-universities-use-big-data>

The University of Tasmania has advertised a big data PhD project aiming to evolve personalised learning, with the aim to increase student satisfaction. Elsewhere, Unicef Innovation teamed up with Red Hat to produce [the School Mapping Project](#)²³ to improve digital connectivity.

Data analytics help identify institutional patterns around efficiency, retention and completion rates too. AI and machine learning can target learners and jobseekers with courses and career options and deliver personalised learning (see the Education Design Lab's '[future thinking](#)'²⁴). Institutions can use AI and smart machines to automate administrative, procurement, planning, and some learning tasks.

But what about employability? In a [recent report conducted with public service think tank Reform](#),²⁵ Mark Jennings,

Managing Director at Accenture, commented:

“At the moment, work coaches use an array of techniques to help claimants back into employment but nobody is recording the results of this mass experiment. That is a wasted opportunity that urgently needs to be rectified.”

Work coaches juggle multiple cases and tasks. This information would normally be lost, with programme deliverers operating using headline data alone: time taken to onboard, caseloads, job outcomes and sustainment figures. However, if systems are intelligently capturing everything, so much more is possible:

- **Data can inform management and delivery.** Comparative performance, trends and divergences can reveal problems and opportunities.

²³ <http://school-mapping.azurewebsites.net/>

²⁴ <https://eddesignlab.org/news-events/were-asking-our-education-designers-how-might-we-future/>

²⁵ https://reform.uk/sites/default/files/2018-10/Digital%20Jobcentres_FINAL.pdf



- **Data can inform performance management** and support the work of coaches and jobseekers. It can reveal issues that require exploration and prompt person or machine responses.
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- **Data should be used to measure inputs and outputs** at a granular level and iterate towards successful outcomes. Recent developments in reporting and data visualisation can deliver powerful analysis at organisational, work coach and individual jobseeker levels. Using the data, work

coaches can effectively manage their caseloads and apply intervention where necessary in real-time, and providers can easily access and monitor their programme performance.

Automating and standardising data collection and analysis to identify what works, as well as areas for improvement, will be essential in addressing widespread unemployment. While technology should never replace human intelligence, it can be an invaluable tool to support work coaches, improve decision making and provide a standard to measure effectiveness.

Our own work with Aptem Employ is designed to take full advantage of data-driven service delivery, from easy and clear reporting with visualisation tools such as Power BI dashboards to sophisticated analytics and machine learning. While many aspects of 'what works' in employability are yet to be understood and researched, a necessary pre-condition is having technology that captures the required granularity of data necessary for sophisticated analysis and workflow automation.

Nudge

Nudge theory is a behavioural science or behavioural economics concept invented by Richard Thaler and Cass Sunstein in their 2008 book, *Nudge: Improving Decisions About Health, Wealth and Happiness*. A nudge attempts to change people's behaviours while still maintaining freedom of choice. Behaviours are not forbidden; instead, a nudge attempts to direct people towards better choices.

As Thaler and Sunstein put it, a nudge is:

“any small feature of the environment that attracts people’s attention and alters their behaviour but does so in a way that doesn’t compel.”

Often related to everyday design (how supermarkets are laid out, for example), it nevertheless has a place in technological architecture too.



One example of a nudge in EdTech²⁶ is sending students recommendations based on data about their current issues. If a student's grade is falling or attendance slipping, a nudge could include suggestions for tutors or text messages about the comparative attendance rates of their fellow learners. In employability, carefully programmed nudges have been found to enhance commitment to employment-related tasks. The Behavioral Institute, for example, found²⁷ that “compared to an automated fact-based message, a personalised,

behaviourally informed text that incorporated reciprocity (the tendency to respond to a positive action with another positive action) by including, ‘I’ve booked you a place. Good luck’, increased attendance at job fairs from 10.5% to 26.8%, improving employment prospects.”

Furthermore, a study by the University of Edinburgh²⁸ used an online platform to give jobseekers recommendations for jobs they may have missed that matched their career interests.

²⁶ <https://www.processmaker.com/blog/nudge-tech-in-higher-ed/>

²⁷ & ²⁸ <https://www.bi.team/wp-content/uploads/2018/11/TheBehaviouralInsightsTeam-LabourMarketsReport.pdf>

They saw callbacks for job interviews increase by 50% and, interestingly, found that this approach most benefited people who had been out of work for longer and who typically had a much narrower job search.

Using sophisticated employability technology will allow work coaches to make use of insights like these by pre-programming timely communications and recording the outcomes against client profiles, so they can develop an understanding of what works.

Aptem Employ includes our proprietary Nudge Engine®. It is a mechanism to remind users of upcoming activities, as well as make useful suggestions. As data and research reveal effective triggers and nudges, this functionality can be extended. While nudges are generally applied to jobseekers, the

process is as relevant to coaches and provider management as it offers valuable insights and data to shape employability practices.

Employability skills

Remote and online learning enable jobseekers to acquire new, up-to-date employability skills to help them get and keep a job. These skills include soft or psychological skills like mindset, which can be developed alongside coaching support.

With [Pew reporting that education and skills](https://www.pewresearch.org/internet/2015/11/19/searching-for-work-in-the-digital-era/pi_2015-11-19_internet-and-job-seeking_1-01/)²⁹ heavily influence whether people use the internet for job searching, digital and employability upskilling is vital. Aptem Employ has a complete package of employability eLearning to help people get and keep a job.

²⁹ https://www.pewresearch.org/internet/2015/11/19/searching-for-work-in-the-digital-era/pi_2015-11-19_internet-and-job-seeking_1-01/



The resources include topics such as:

- Knowing what kind of job you want.
- Identification of skills.
- What mindset employers want, and how to get it.
- How to write a CV.
- How to handle telephone, online and face-to-face interviews.
- Handling acceptance and rejection.

- Starting your first job.
- Personal finance.
- Updating your skills.

Having employability skills not only improves users' chances of securing employment, but also points to future planning around building a career and reskilling. Employability and skills should be seamlessly integrated and technology can facilitate this.

Conclusion:

Future tech options

Technology has come a long way and, although it is currently undeveloped within the employability sector (particularly in the public sector), it is critical to understand the role that it could play. Thus far, we have explored what is available right now in the 'tech for employability' marketplace. In this section, we will look briefly at future possibilities, exploring what technology is ready but hasn't yet been applied to employability.

This could include:

- Deeper levels of personalisation based upon all aspects of interaction with the programme and platform.
- Sophisticated job search facilities and job matching capabilities.
- Ever more sophisticated nudging, powered by behavioural science.
- Bot technology to monitor vacancies and automate credible, quality and relevant applications.
- Advisor/jobseeker matching based upon probability of success.
- In-work support using sentiment analysis to reveal problems and minimise attrition.

Because of historically low levels of unemployment during a period of high levels of technological change, tech for employability is not quite in the position it should be. But with rising levels of demand, technological transformation is desirable, necessary, and inevitable.

As we are learning in all sectors, tech enables the rearrangement of resources to facilitate more rational, targeted and personalised services. Failing to use what is on offer has a human and social cost, with jobseekers being slower to get back into work, achieving lower wages and with less social mobility. In turn, society faces growing social problems associated with long-term unemployment. Lower wages and unemployment, in turn, impact upon the economy, with less demand for goods and services leading to slower growth.

Breaking this vicious cycle means investing in the kinds of technologies and human services that are truly transformative. Our future depends on it.



Intelligent technology®

If you are an organisation looking to play a role in the rapid reskilling and employability support of the recently unemployed, and you need technological capability in place to do so, please get in touch with Adam Garcia:

adamg@mwstechnology.com
07720 085 580

www.aptem.co.uk/employ

In addition to Aptem Employ, we offer a range of other solutions to support the development of vocational skills:

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