

Improving Work Programme Performance with Aptem Employ

Ixion Holdings Case Study



Background

Ixion Holdings has for many years delivered a wide range of DWP and SFA programmes. It is a substantial sub-contractor in a number of CPAs for several Primes and is also on the DWP framework as part of the Paragon Concord consortium. Delivery is spread across various locations, with advisors and case managers at each office.

As John Govett, Ixion Group Chief Executive, states:

“It was clear from the very start that the tight margins on the Work Programme meant we needed to take an innovative approach to delivery. Just increasing advisor numbers would have been ruinous. Aptem Employ will be our way of increasing productivity per advisor.”



Key Challenges

1. Reducing costs of delivery.
2. Providing adjustable job-finding journeys for different levels of jobseeker sophistication.
3. Achieving job outcomes in a tough economic climate.
4. Delivering comprehensive management information and job-search journey key performance indicators for jobseekers and advisors.

Aptem Employ

Aptem Employ is an online service that handholds jobseekers on their journey into employment. It has sophisticated workflow automation to guide users through their necessary job-seeking activities.

At the same time it offers a wide range of resources, tools, data and eLearning. It also has comprehensive reporting with an advisor dashboard from where providers can observe all jobseeker activity - and inactivity.

Resources within Aptem Employ

Aptem Employ offers both the advisor and the jobseeker many useful resources. These include:

- The ability of the advisor to **select the content and user-experience** according to the sophistication and skills of the jobseeker;
- An average of **1.2m job opportunities every day** searched and specifically matched to each Aptem user;
- A **massive searchable database** of thousands of recruitment agencies, local and national media, major employers and UK job boards;
- A broad range of **integrated assessments** that determine transferable skills, career interests, abilities and working style and then use this data to source relevant jobs as well as create the best possible CV;
- An easy to use **CV builder** that takes jobseekers step by step through the processes needed to perfect their CV;
- A comprehensive and **award-winning Advice Centre** packed full of useful eLearning on all aspects of job-searching including interview training and complemented by live online training;
- All the **tools to manage a person's job-search activities** with calendar, email and contacts and reminders of necessary follow-up tasks;
- **Nudge Engine® technology** that uses sophisticated analytics to personalise the experience for each jobseeker and maximise the chances of a job outcome.

A new way forward

In choosing to use Aptem Employ Ixion took the decision to change the way they operate. They recognised that if the job-search remained the sole responsibility of the advisor their delivery costs would be too high. They also saw that jobseekers who fail to participate in their job-search have reduced commitment to any work they obtain which leads to reduced job sustainability.

Anne Draper, Ixion's Group Training Manager, worked with the delivery teams to help advisors see how Aptem Employ would change the way they assist their customers. This meant explaining to customers how Aptem Employ would help them and sitting with these customers as they start using the service, to answer their questions and resolve any problems that arise.

The advisors also made clear that jobseekers are expected to use the service and their levels of job-seeking activity would be closely monitored.



Meanwhile the advisors are expected to actively manage their customers using the Aptem Employ dashboard and this is something that is closely monitored within Ixion. A performance management culture is being developed whereby customers are supported on their journey into employment whilst being expected to actively engage with their job-search.

How Aptem Employ has helped

“I have just completed the training on Aptem Employ and I think it is fantastic. I have been in this industry for 15 years and I wish I’d had something like this before.”

Adam Bain, Head of Programmes, Ixion

Four benefits of using Aptem Employ

reduced
cost of
delivery

tailored
jobseeker
journeys

activity
tracking
and
reporting

improved
outcomes
for
jobseekers

1. Reduced cost of delivery

The volume of jobseekers referred to Ixion has been over three times that originally projected, putting pressure on advisors. The Job-search, CV Builder and Letter Writing modules are the most used parts of the system, and allow users to create their own job-searches, CVs and application letters. By allowing jobseekers to take control of their own job-search process, Aptem Employ has alleviated the pressure on operational resources and costs.

Customers are now empowered to take control of their own job-search. Some users are logging in nearly 30 times in a week with one customer in this period completing 62 of the eLearning modules and creating over 450 job-search links.



2. Tailored user journeys, adapted for experienced versus inexperienced jobseekers

Ixion are receiving a wide mix of jobseekers which ranges from those with basic skills to some with a professional background. Aptem Employ has enabled Ixion to provide different user journeys according to the needs of each customer. Advisors select the best option, depending on the users' requirements, thereby improving outcomes.

3. Activity, performance and outcome tracking and reporting

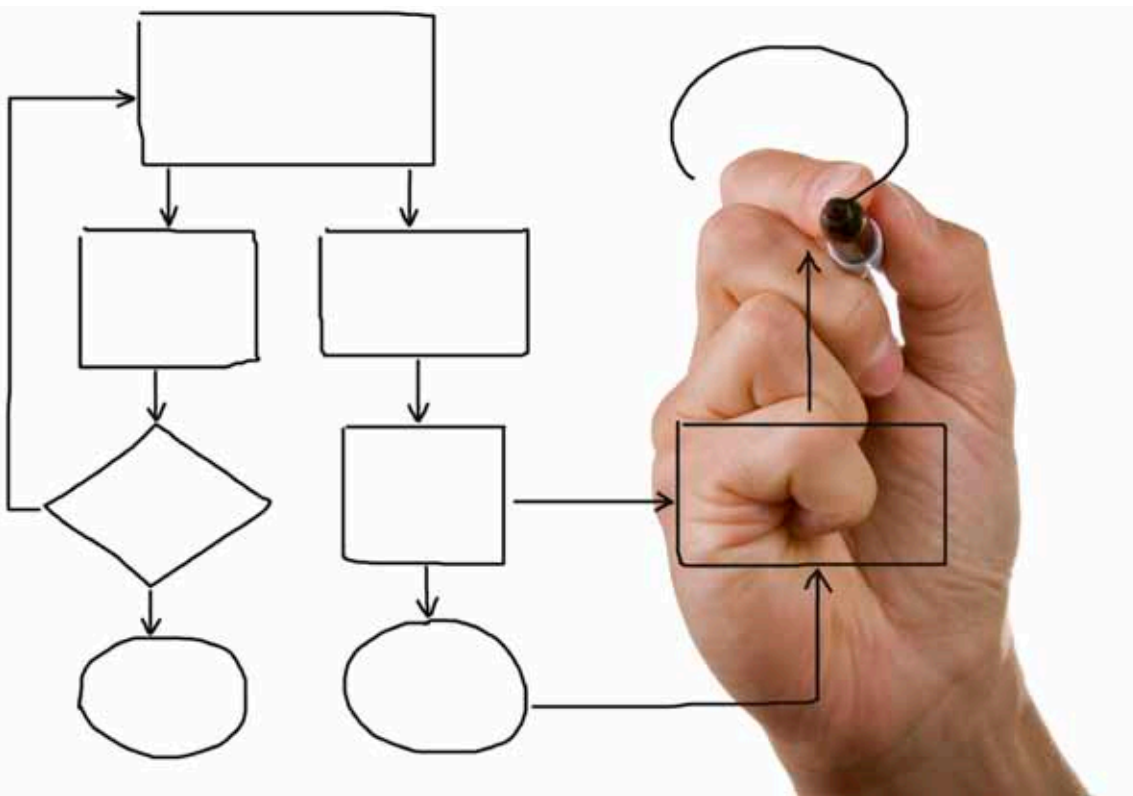
Ixion's delivery managers have been able to monitor variations in advisor performance levels across the locations where delivery is taking place. Problem areas are immediately apparent and remedial action can swiftly be taken.

Better performing advisors are encouraged to help mentor their less well performing colleagues, giving an overall uplift in business performance. Lower levels of system usage are immediately obvious and can be investigated to see if there are problems that need to be addressed. Overall Aptem Employ has enabled better management of costs and advisor performance.

4. Improved outcomes

Aptem Employ has made a direct contribution to delivery efficiency. A proportion of jobseekers have shown themselves capable of job-finding with relatively little input from their advisor and this has released time to provide additional support and guidance to harder to serve customers.

There is also considerable anecdotal evidence from jobseekers that they like using Aptem Employ. They have felt more involved and in control of their job-search. From a business perspective a larger caseload has been managed without the need to hire extra advisors.



Ixion's conclusions

“Both the changes in our learner’s mindset, to take ownership of their job-search process, and the insight provided by the excellent reporting tools, have resulted in an increase in usage and uptake in a very short space of time.

That combined with the additional benefits of improved overall business performance that the Aptem Employ system brings, is extremely encouraging.”

Anne Draper, Group Training Manager for Ixion

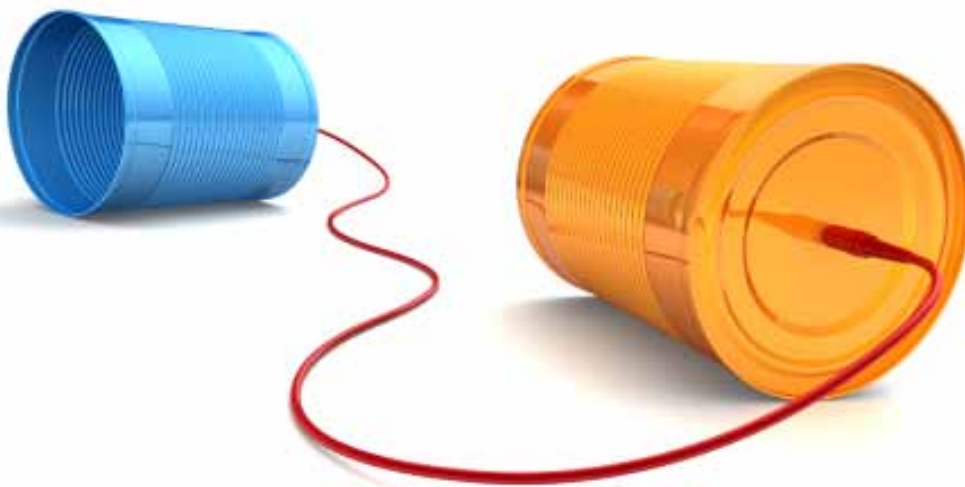
Aptem Employ is now seen as being so powerful it has now become an integral part of the Ixion delivery model for the WorkProgramme.

Like to learn more?

Simply call [07720 085580](tel:07720085580)

or email us at adamg@mwstechnology.com

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