



# Innovative Employment Solutions for Public Services

Transforming Workforce Management



**Software  
that matters**



# Challenges

## Workforce Management: A Critical and Dynamic Challenge

Effective workforce management is vital for national prosperity. It involves diverse stakeholders, complex systems, and dynamic policies shaped by global politics. Managing labor supply and demand efficiently is crucial, requiring seamless collaboration among educational institutions, businesses, and political entities to adapt to changing environments and maximize workforce potential.

## The Role of PES

Public Employment Services (PES) play a significant role in workforce management. Their responsibilities can range from helping citizens find the right job to managing unemployment benefits. PES aim to optimize the workforce's value by tracking labor market trends, advising on necessary training, and developing targeted programs for specific groups such as youth and disabled citizens. They also assist in personal development for employed individuals to enhance their career longevity and economic contribution. Moreover, PES use labor market intelligence to guide public policy, curriculum development, and address underemployment. Anticipating future skill needs helps reduce unemployment rates. Sustainable employment solutions are more cost-effective and beneficial than temporary job placements.

## WCC Employment Solutions

Enabling Public Employment Services: Since 1997, WCC has been partnering with Public Employment Services globally. Our Employment solutions and expertise empower PES to take a proactive role in workforce development, influence labor markets, reduce unemployment, and improve national employment potential. Reliability, transparency, and accountability are at the core of our solutions, ensuring PES can serve millions effectively.





## Business Impact



### For Macroeconomy

- Promote long-term economic growth and stability by increasing employment and reducing unemployment duration.
- Lower unemployment benefits payouts, while increasing income tax revenue.
- Enhance social stability and reduce income inequality through broader access to jobs.
- Retain talent and prevent “brain drain” by offering meaningful local employment.
- Drive innovation and competitiveness through a more skilled and adaptable workforce.



### For PES Organizations

- Improve labor market insights and decision-making with centralized, real-time employment data.
- Enable targeted labor market interventions (ALMPs) through advanced matching strategies.
- Automate job matching to reduce manual workload, allowing caseworkers to focus on vulnerable groups.
- Align workforce skills with market needs to boost productivity.
- Increase efficiency and reduce IT costs by eliminating the need for custom application development.



### For Citizens & Users

- Unlock the full potential of the labor force by connecting people with suitable opportunities.
- Support upskilling and reskilling to meet evolving industry demands.
- Enhance social welfare by empowering unemployed individuals with tailored trainings and support.
- Equip caseworkers with comprehensive tools to better assist jobseekers.
- Provide employers with access to qualified, well-matched candidates.

## Maximum Efficiency

WCC's Employment Platform is specifically engineered to enhance efficiency, improve labor market outcomes, and enable PES organizations to proactively manage workforce dynamics. Our intuitive, responsive, and multilingual interfaces empower key stakeholders—jobseekers, employers, and caseworkers—resulting in measurable gains in productivity and strategic alignment with national employment objectives.

## Platform Capabilities



### Streamlined Registration

Reduced manual input through semantic search and input completion.



### Proactive Profiling

Identifying individual needs through effective segmentation.



### Advanced Matching Engine

High-performance algorithms deliver superior alignment of jobs and candidates.



### Skills Gap Analysis & Referral

Identification of upskilling needs enhances workforce capability.



### Real-time Labor Market Data

Data-driven information for strategic decision-making and policy effectiveness.

## Flexible & Secure Deployment



### Cloud Deployment

Rapid scalability, reduced overhead, and robust security through AWS infrastructure.



### On-Premises Option

Ensure strict compliance needs, ideal for sensitive or highly regulated PES operations.





“ WCC's Employment Platform  
has revolutionized our  
operations, reducing  
unemployment rates by 15%  
in just two years.

- Director, European PES





# Strategic Stakeholder Benefits

## Jobseekers

- Stay competitive with tailored upskilling suggestions that align with evolving demands.
- Explore alternative career paths, to expand options and adapt to changing job markets.
- Find meaningful work by identifying roles that match individual skills and long-term goals.
- Achieve a faster path to sustainable employment, enhancing financial stability, job security, and overall well-being.

## Employers

- Simplify vacancy creation with drafts, duplication options, and support from caseworkers.
- Reduce time-to-hire by processing only the most suitable applicants that align closely with job demands and organizational needs.
- Lower recruitment costs through improved retention rates.

## Caseworkers

- Take a proactive role and support individuals who are furthest from the labor market.
- Maintain a high standard of employer quality and system integrity, ultimately building trust among jobseekers.
- Increase operational efficiency through advanced case management tools.

### Labor market steering

#### Match for different target groups



##### Career Starters

Limited work experience makes it harder to meet employer expectations.



##### Match based on Education



##### Seniors

Seen as costly or less flexible; education may be less relevant than years of experience.



##### Match based on Experience



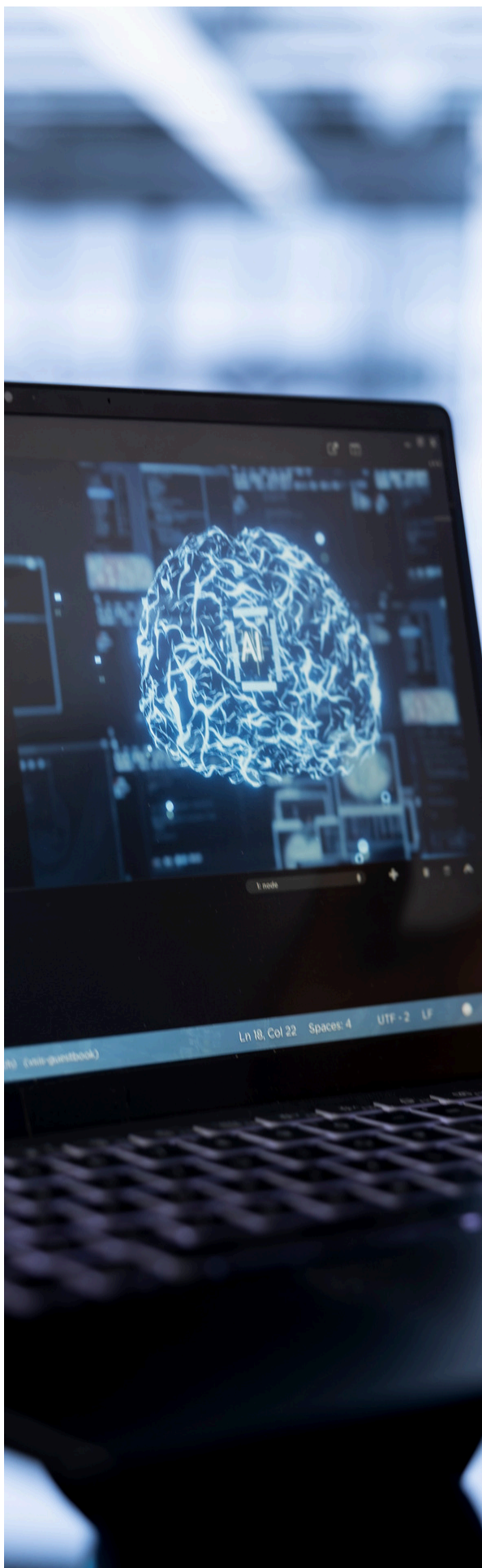
##### Career Changers

External or internal factors cause the need for a career switch.



##### Match based on Skills





## Responsible AI in WCC's Solutions for PES

Rule-based, knowledge-driven forms of AI that keep the human in the loop form the core of WCC's answer to the challenges of public employment services. The additional benefit of using these forms of AI is that their nature allows WCC's products to address the technical and methodological challenges that come with responsible application of AI in the real world. WCC's products for PES have been built on the following principles:

### **1. Transparency**

Our solutions can provide full transparency on the reasoning behind their outputs.

### **2. Incorporation of domain knowledge**

Through taxonomies, ontologies, and business logic, public employment services can feed their own domain expertise into our rule-based, knowledge-driven AI.

### **3. Controllability of data usage**

Diversity in the labor market is addressed in our solutions through the ability to control exactly which data is used under which circumstances.

### **4. Controllability of model usage**

Our solutions address bias in the labor market by allowing for full control over what (black-box or glass-box) models are used in what way for whom and under which circumstances.

### **5. Monitoring**

Analytics on labor market data and system logs can be used to monitor our solutions' performance and to spot trends and patterns that can be used to further optimize matching strategies, for instance for vulnerable groups.

### **6. User acceptance through engagement**

End users tend to more easily accept systems where they feel like they understand and are in control of the underlying AI; our solutions achieve this by engaging the user in the process, from guiding their data entry to explaining their personalized recommendations.

# About WCC

WCC is a leading provider of advanced solutions for Public and Private Employment Services, Enterprise organizations, and Workforce Management. Built on its unique search & match platform, WCC software solutions touch half a billion people every day, enabling organizations to seamlessly capture, generate, and analyze big data from multiple sources gaining valuable insights paramount to effective decision-making.

Our team of professional services experts provides exceptional support and consulting, allowing our customers to maximize their investment.

For more information, [www.wcc-group.com](http://www.wcc-group.com)

**WCC Group**

Lange Viestraat 2b  
3511 BK Utrecht  
The Netherlands  
+31-30-750 3200

[info@wcc-group.com](mailto:info@wcc-group.com)  
[www.wcc-group.com](http://www.wcc-group.com)

**WCC Services US Inc.**

228 Hamilton Avenue  
Suite 300, Palo Alto  
CA 94301, USA  
+1-888-922 9224

**WCC Services Asia Sdn Bhd**

Office Suite 12-04,  
Level 12 ILHAM  
Tower 8, Jalan Binjai  
50450 Kuala Lumpur  
Wilayah Persekutuan  
Malaysia