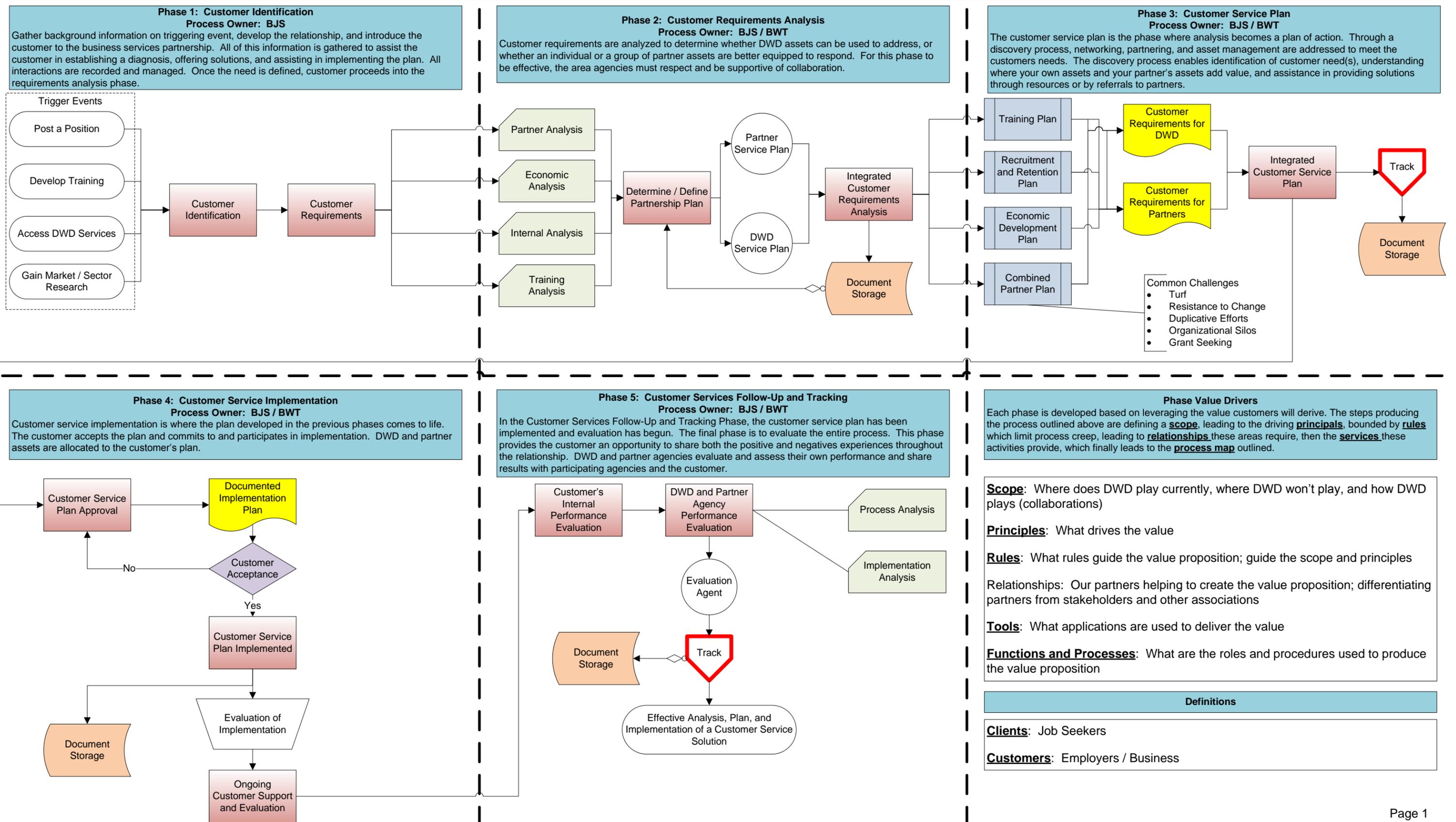


# Customer Services – Conceptual Process Map

Monday, April 21, 2014



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**Scope**

Provide an agile, integrated, statewide solution to assist customers to:

- Identify and promote candidates and talent pools/sources and develop the skills and knowledge, competencies and credentials.
- Access solutions to predict and meet future workforce needs, based on data driven demands.
- Address employee attraction, retention, expansion, and turnover.

**Rules**

- All customers that use the system will be registered.
- All new customer registrations will be verified and vetted.
- After a predetermined number of acceptable job orders are posted, a customer will be allowed to post jobs without staff review.
- Work with our partners to establish a way to commonly share client and customer information to better serve the customer.
- Obtain employment outcomes from existing workforce data sources.
- Establish the items that DWD will not charge for.
- Continue to protect the validity and confidentiality of the information that DWD maintains.
- Maintain the accuracy of the data collected and maintained.
- Partners will refer all federal contractors to Job Center of Wisconsin (JCW) to comply with the posting requirements.
- Staff would have membership within business associations to tie them to the customer.

**Principles**

**Customer Engagement**

- Promote innovative connections for clients and customers.
- Present quality candidates to customers by equipping the candidates with updated skills and knowledge and the tools/resources to best present themselves.
- Assess what the customer wants and incorporate it into the business process.
- Establish more regular communication with customers to create an open dialogue.
- Continuous marketing (beyond media) to increase awareness and promote the value of the services, tools, and information that workforce system provides to assist providing the solutions that the customer needs.
- Maximize the existing communication to customers to encourage them to use JCW.
- Maintain our applications and web pages with the most current technology available.
- Leverage the self-service model.
- Providing coaching / mentoring for those customers to increase hiring and retention.
- Provide appropriate training to staff that are working with customers.

**Solutions Based on Data and Research**

- Develop a process and incents to encourage customers to report employment outcomes.
- Develop a process to share information gathered from customers about their future workforce needs with partners.
- Disseminate timely electronic information so that customers can help themselves (self-help tools to help themselves such as feedback on job orders, information on the matches they've received, reports with staff assistance).
- Establish a sustainable funding model for the activities that are needed to support our customers. This may include establishing a self-funded (fee-for-service) model for the workforce system.
- Improve the quality and level of detail of existing Department of Workforce Development (DWD) data sources (e.g., Unemployment Insurance) to obtain outcomes from employers.
- Provide solutions for the customer that incorporate information on how they compare in their regional labor market and evidence based practices.

**Partnership**

- A common agreed upon source of data for managing and tracking customer relations across all workforce partners.
- Develop a common language across the state partners on workforce.
- Apply consistent messaging, processes, and cost structures across the workforce system.

**Workforce System Integration**

- Establish a common, shared data source for the talent pool being presented to customers.
- Use a common talent pool to better serve customers across the workforce system.
- Establish electronic referral process to workforce development for customers newly or re-entering the process (provide a link to local workforce development and contact links).

**Relationships**

- Clients – Job seekers (employed or unemployed) looking to be matched to a job, mandatory UI Claimants, students doing career planning and their parents, youth needing work readiness skills.
- Customers – Employers looking to hire, Wisconsin Manufacturer's and Commerce, Society of Human Resource Managers, Chambers of Commerce, Trade organizations.
- Partners & Service Providers –
  - Federal: United States Department of Labor.
  - State Agencies: W-2 through Department of Children and Families; Department of Corrections; Department of Public Instruction; Wisconsin Economic Development Corporation; Wisconsin Technical College System; State Universities; FoodShare and FoodShare Employment and Training through Department of Health Services; DWD through Unemployment Insurance Division, Division of Vocational Rehabilitation, Equal Rights Division, and Worker's Compensation Division.
  - Contractors: Workforce Development Boards and their subcontractors; other Job Center partners.
  - Other: Council on Workforce Investment, public libraries, other institutions of higher education, Associations (counseling and other), unions, local elected officials, religious organizations, student associations, etc.
  - Division of Employment and Training Staff – Job Service Bureau, Office of Veterans Services, Bureau of Apprenticeship Standards, Bureau of Program Management and Special Populations, Bureau of Workforce Information and Technical Support, Bureau of Workforce Training (including Youth Apprenticeship).

**Services**

- Skills analysis of client skills, knowledge, abilities, and credentials.
- Respond to information requests on the labor market, labor law, equal rights, etc.
- Labor market and economic analysis.
- Talent access/candidate pool.
- Special programs:
  - Work Opportunity Tax Credit
  - Migrant services
  - Federal bonding
  - On-the-job training
  - National Career Readiness Certification (NCRC) profiling for employers
  - Apprenticeships, including youth
  - Screen applicants before sending the applications to the customer, so they see only those that meet their requirements
  - Candidate referrals
  - Labor certification programs
- Special events:
  - Labor Law Clinics/Friday Fundamentals
  - Job fairs/Career Expos
  - Onsite recruitments
  - Partnering with local agencies for offsite events
  - Business After Five (hosted by businesses for networking)
  - Work readiness workshops to schools as requested
- Forecasting skills requirements
- Knowledge of available training providers
- Customized hiring projects:
  - Working with employers to develop specific training plan to meet the employers objective
  - Job order consultations
  - E-mail blasts
- Consistent messaging/processes across workforce areas
- Job listing services
- Follow-up on job listings
- System capabilities that allow for the full list of candidates
- Individualized, private services
  - Use of computer labs, interview rooms, conference rooms
- Referrals to supportive agencies and customers
- Testing and assessment (NCRC, typing tests, test proctoring)
- Workshops
- Focus groups
- Marketing and promotion of events