StAP (Statically assisted profiling)

Croatian Employment Service (HZZ)   2017 – ongoing

Objective: The Statistical Profiling Model (StAP) estimates the probability of employment within 12 months after registration with the Public Employment Service (PES). It provides HZZ employment counsellors with additional insights to make better-informed decisions regarding a job seeker's work profile, frequency and type of contact, and the intensity of support. For youth, the model focuses on employment probabilities within 4 months.

Target group: all registered job seekers.

Key components of the practice:
- Dual Profiling Models:
1. Statistical Model: Uses 18 attributes (e.g., education, work experience, unemployment history, vulnerability, region, and supply-demand) to estimate employment probability.
2. Counsellor's Observations: Complements the model with insights from interviews.
- Risk Segmentation: groups job seekers by risk of long-term unemployment to tailor support.

Key outcomes:
- Job seekers are automatically profiled upon registration.
- Resources are prioritized for those most at risk of long-term unemployment.
- Enhanced segmentation and tailored job search pathways for individuals.

Evidence of success:
- **Resource Efficiency:** During the COVID-19 pandemic, StAP played a crucial role in effectively segmenting job seekers and allocating support.
- **Counsellor Satisfaction:** 90% of counsellors found statistical profiling useful, citing improved decision-making and more accurate grouping of job seekers.