

Qualitative Profiling in Practice: The Italian Public Employment Services Experience

L. Agneni, F. Carta, C. Micheletta, V. Tersigni

Abstract—The development of a qualitative method to profile jobseekers is needed to improve the quality of the Public Employment Services (PES) in Italy. This is why the National Agency for Active Labour Market Policies (ANPAL) decided to introduce a Qualitative Profiling Service in the context of the activities carried out by local employment offices' operators. The qualitative profiling service provides information and data regarding the jobseeker's personal transition status, through a semi-structured questionnaire administered to PES clients during the guidance interview. The questionnaire responses allow PES staff to identify, for each client, proper activities and policy measures to support jobseekers in their reintegration into the labour market. Data and information gathered by the qualitative profiling tool are the following: frequency, modalities and motivations for clients to apply to local employment offices; clients' expectations and skills; difficulties that they have faced during the previous working experiences; strategies, actions undertaken and activated channels for job search. These data are used to assess jobseekers' personal and career characteristics and to measure their employability level (qualitative profiling index), in order to develop and deliver tailor-made action programmes for each client. This paper illustrates the use of the above-mentioned qualitative profiling service on the national territory and provides an overview of the main findings of the survey: concerning the difficulties that unemployed people face in finding a job and their perception of different aspects related to the transition in the labour market. The survey involved over 10.000 jobseekers registered with the PES. Most of them are beneficiaries of the "citizens' income", a specific active labour policy and social inclusion measure. Furthermore, data analysis allows classifying jobseekers into a specific group of clients with similar features and behaviours, on the basis of socio-demographic variables, customers' expectations, needs and required skills for the profession for which they seek employment. Finally, the survey collects PES staff opinions and comments concerning clients' difficulties in finding a new job and also their strengths. This is a starting point for PESs' operators to define adequate strategies to facilitate jobseekers' access or reintegration into the labour market.

Keywords—Labour market transition, Public Employment Services, qualitative profiling, vocational guidance.

I. INTRODUCTION

THE starting point in Italy for the development of a profiling methodology was in 2014 with the implementation of the Youth Guarantee programme (a European policy that combats youth unemployment, by promoting the activity and the employability of all young people under 29).

The profiling system was introduced for the beneficiaries of the programme, NEET - "Not engaged in Education,

Employment or training" - aged 15-29 years. The used profiling model was quantitative, and it estimates the probability of being NEET according to contextual and individual characteristics.

In 2016 ANPAL introduced a new quantitative profiling methodology for PES clients [12], based on the use of a statistical model to rank jobseekers according to their risk of becoming long-term unemployed. In 2018 the profiling system was integrated with a qualitative profiling procedure, for a better and more effective identification of the subject's characteristics, related to the needs of the labour market.

In the field of quantitative profiling ANPAL uses a multi-dimensional evaluation of needs and personal resources. This is a statistical-predictive profiling system based on the analysis of quantitative data, with the aim of calculating job seekers' risks of remaining unemployed [5]. The first "employability index" is elaborated according to the profile of PES clients in order to determine the level of aid intensity and the service to be provided. If this quantitative profiling tool defines the "vertical" intensity of aid to jobseekers, the qualitative profiling tool defines in "horizontal" terms the mix of policy measures needed to better personalize the service agreement (individual action plan) and address in the most effective way their reintegration in the labour market.

The development of a qualitative method to profile jobseekers was needed in Italy to improve the quality of the PES. Therefore, ANPAL decided to introduce a Qualitative Profiling Service (QPS) in the context of the activities carried out by local employment offices' (in Italy these offices are called "Centri per l'Impiego", hereinafter referred to as CPIs) [4].

Specifically, QPS provides information and data regarding jobseekers' sociodemographic characteristics, their expectations, needs and required skills for the profession for which they seek employment. Those information and data are collected through a semi-structured questionnaire, administered to PES clients during the guidance interview.

Data and information gathered by the profiling qualitative tool are the following:

- reasons why jobseekers apply to local employment offices and what they expect,
- clients' skills and desired qualification/profession,
- difficulties that they have faced during the previous working experiences,
- job-searching attitude.

These data are used to measure jobseekers' employability level (qualitative profiling index), in order to develop and deliver tailor-made action programs for each client.

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Profiling is crucial for defining the individual paths of active policy measures within the personalized service agreement [8]. Therefore, the profiling concerns all aspects of activation: stipulation of the job agreement, monitoring and review of the agreement (as the profiling is repeated at the end of each activity envisaged by the agreement), meetings and attendances between PES operators and clients, etc.

II. NATIONAL PROFILING OF THE UNEMPLOYED IN ITALY

A. The Qualitative Profiling Service

QPS was introduced in the contest of the activities carried out by local employment offices' operators (Fig. 1), with the aim of supplementing the use of the quantitative tool with more qualitative information gathered by caseworkers.

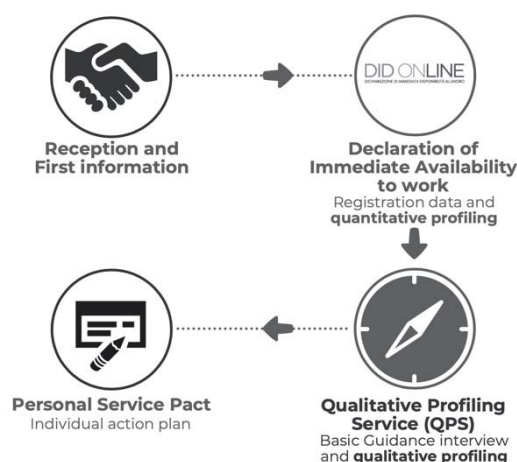


Fig. 1 The path of PES clients in the local employment office

The QPS is provided during the Basic Guidance interview with the jobseeker to better understand and analyse labour market integration constraints and job opportunities. This interview provides for the administration of a semi-structured questionnaire (the Basic Guidance Form), containing a set of questions useful to conduct the qualitative profiling and to support the guidance process.

Data collected through the profiling questionnaire allow caseworkers to identify the most suitable strategy to support jobseekers in facing their transition into the labour market.

The Basic Guidance Form is available at MyAnpal, ANPAL's web platform for digital employment services. To fill in the form there are two different modalities:

- Direct: clients fill in the form by themselves.
- Assisted: caseworkers support clients to fill in the form.

Data and information gathered by Basic Guidance Form are the following:

- motivations, frequency and modalities with which clients contact the local employment office,
- personal expectations and resources, and job search constraints,
- strategies, actions undertaken and chosen channels for job search.

The collected information is entered into a database and used to measure the jobseekers' employability level (qualitative profiling index), with the objective of targeting services according to their specific needs. The qualitative profiling index is expressed by a value between 1 (less employable) to 5 (more employable). This index is assigned by the PES operator after the guidance interview - depending on what emerged from the Basic Guidance Form and consistently with the quantitative profiling index calculated at the time of registration (Declaration of Immediate Availability to work, DID online) - in order to assess client's distance to the labour market (level of employability). Technically, QPS's outputs (Basic Guidance Form and Qualitative profiling index) are confirmed by caseworkers and help to integrate the information included in the "Personal and Professional Data Sheet" (SAP in the Italian acronym) of each PES client. This procedure allows:

- operators to better organize information and to define for each client a personalized job search pathway, to be formalized in the individual action plan (Personal Service Pact),
- regions to receive updated data related to the latest profiling activities addressed to each citizen registered with the PES in their territory.

This paper illustrates the use of the QPS on the national territory between October 2019 and June 2020, reporting the main findings of the data analysis. In particular, data analysis focused on: clients' job-searching behaviour (strategies and job search channels they used), their skills, the profession they aspire to and the main difficulties they have faced, both during the previous working experiences and when looking for a job.

B. The Use of QPS across the Country

The use of the Quality Profiling Service was up and running since October 2019. The service utilization advanced slowly and gradually during the first months, up to a total of 12989 jobseekers at the end of June 2020.

TABLE I
NUMBER OF CLIENTS WHO COMPLETED THE BASIC GUIDANCE FORM, BY REGION (ABSOLUTE VALUES AND PERCENTAGES)

Regions	Number of CPI	Number of Clients	%
Piedmont	26	2,296	17.7
Liguria	13	3,172	24.4
Lazio	30	1,326	10.2
Molise	3	1,944	15.0
Calabria	7	4,139	31.9
Other Regions	27	112	0.9
Total	108	12,989	100.0

Source: ANPAL - QPS, 30 June 2020.

Regarding the geographical distribution, the QPS has been used in 15 Regions, but only 5 Regions have involved the largest number of local employment offices (108 in total) or of clients; in particular, Lazio and Piedmont have involved 30 and 26 Cpi respectively (see Table I). More than half of the clients who completed the Basic Guidance Form are concentrated in Calabria (4,136 clients, equal to 31,9% of the

total), in Liguria (3,172 clients, equal to 24.4% of the total) and in Piedmont (2,296 clients, equal to 17.7% of the total).

C. Active Policy Measures

Clients who turn to PESs and who are involved in the QPS are addressed to pathways aimed at job reintegration. These pathways include specific measures of active labour policies. Interestingly, data show that 87.9% of clients are beneficiaries of the "citizens' income" (Reddito di Cittadinanza), a specific policy measure designed to alleviate poverty, inequality and social exclusion, and to address unemployment (Fig. 2). The measure consists of a cash benefit to integrate family income. This benefit is conditional on the subscription, by the recipient, of a "Employment Pact" or a "Social Inclusion Pact". Conditionality is intended to stimulate active job search for the less active unemployed. Moreover, the cash benefit is granted to individuals and families who meet citizenship and economic-financial requirements.

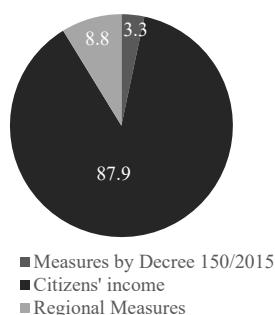


Fig. 2 Clients involved in the QPS, by policy measure adopted (percentage), Source: ANPAL - QPS, 30 June 2020

Data show, finally, that the remaining share of clients (12.1%) is involved in regional policy measures or in measures of active labour policy provided by the Legislative Decree n.150/2015 [9], (reforming and strengthening active labour market policies) (Fig. 2).

D. Clients Involved in QPS

In describing customer's characteristics, it is necessary to keep in mind, as just illustrated, that in almost 90% of cases they are beneficiaries of the "citizens' income". As a result, they have certain specific features inherent in their socioeconomic situation. The subsidy they receive, in fact, is targeted to individuals and families with an income below the poverty line.

The data show a slight prevalence of women (52.2%) and adults over 45: 27.3% of clients are 45-54 years old and adult over 55 represent 20.5% of the total, while young people up to 24 years are only 11.8% (Fig. 3).

With regard to qualifications, there is a clear prevalence of clients with a low level of education: 53.3% have attained at least a lower secondary education and 16.3% reached a primary education. By contrast, only about 3% have a tertiary level qualification.

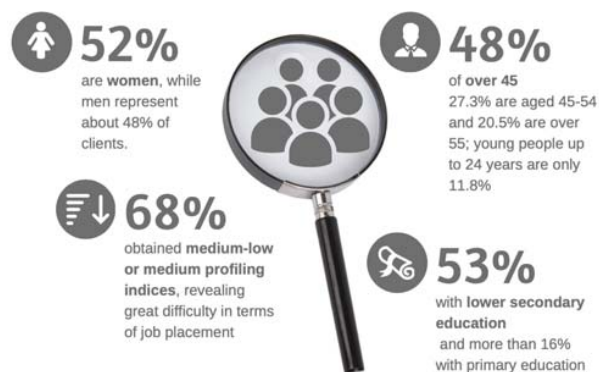


Fig. 3 Clients involved in the QPS, by sex, age class, educational attainment and employability level (percentage), Source: ANPAL - QPS, 30 June 2020

E. The Employability Level of PES Clients

The qualitative profiling index, as mentioned above, is represented by a numerical value ranging from 1 (less employable) to 5 (more employable).

With reference to the PES operators' employability evaluation of clients, Fig. 4 shows that in most cases (about 68.1%) clients have obtained medium-low or medium profiling index (2 and 3). This percentage highlights great difficulties in achieving the effective labour market reintegration and, consequently, underlines the necessity of a more specific guidance service which includes measures designed to improve jobseekers' professional skills and abilities and to match the local labour market demand [10].

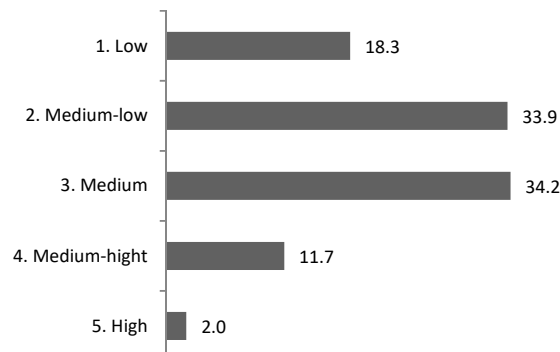


Fig. 4 Qualitative profiling index obtained by clients (percentages), Source: ANPAL - QPS, 30 June 2020

III. MAIN FINDINGS EMERGING FROM THE QPS

A. Reasons Why Jobseekers Apply to Local Employment Offices

Among jobseekers who have completed the *Basic Guidance Form*, 86.7% state that in the past they have already contacted a local employment office (CPI). As shown in Fig. 5, in most cases (73.1%) the CPI was contacted for administrative reasons (e.g., to obtain the release of the Declaration of

Immediate Availability to work, DID¹); on the contrary, few have turned to a CPI to benefit from guidance services (13.0%), to obtain information (12.2%) or to participate in workshops on active labour search techniques (1.3%). Among those who claim to have turned to the PES for other reasons, there are, for example, clients who have taken part in training courses or traineeships. However, this is a very small percentage (0.4%).

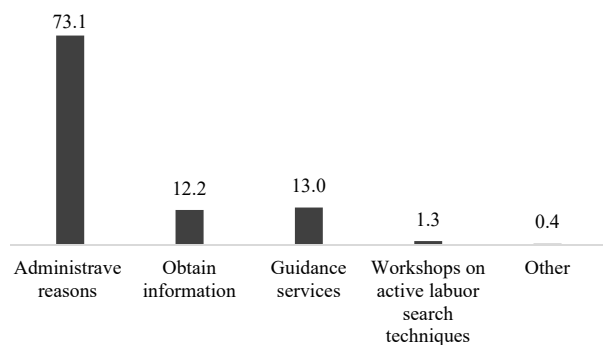


Fig. 5 Clients who in the past turned to a CPI, by reasons (percentages*), Source: ANPAL - QPS, 30 June 2020; * Multichoice question

Generally, only 26.8% of respondents say that they have followed a career orientation path in the past. To this end, the vast majority of them turned to a PES (85.2%), while a lower share of clients (14.8%) contacted other organizations: private agencies, temporary work agencies or other accredited bodies, local authorities, etc.

B. Expectations and Skills: The Gap between Perception and Reality

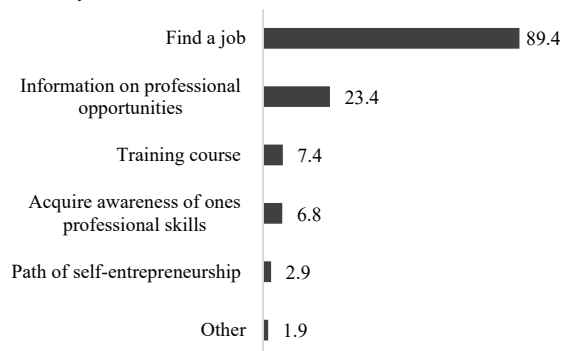


Fig. 6 Clients' expectations from the CPI guidance service (percentages*), Source: ANPAL - QPS, 30 June 2020; * Multichoice question

PES clients involved in the guidance interview have the main expectation of finding a job (in about 89% of cases), while only few respondents wish to obtain information on the training and professional opportunities available on the

territory (23.4%) (Fig. 6). Quite small is also the number of those who intend to undertake a training course (7.0%), become more aware of their professional skills (6.8%) or start a self-entrepreneurship pathway (2.9%). It is therefore clear that clients want to find employment immediately, without having to undertake training or retraining in order to acquire or adapt their skills to the needs of the labour market. In fact, respondents declare that they have all (80.7%) or in part (15.2%) the necessary skills to carry out the profession for which they are looking for a job (Fig. 7). This perception increases as age increases: 86.3% of over 55s, compared to 61.8% of young people up to 24 years.

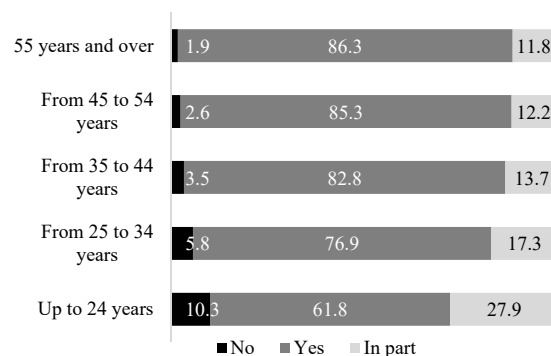


Fig. 7 Clients' perceptions of the possession of the skills necessary to perform the job they desire, by age class (percentages), Source: ANPAL - QPS, 30 June 2020

TABLE II
CLIENTS THAT HAVE RECENTLY ATTENDED A SELECTION INTERVIEW, BY SEX, AGE CLASS AND EDUCATIONAL ATTAINMENT (PERCENTAGES)

	NO	YES
Sex		
Male	86.7	13.3
Female	89.5	10.5
age class		
Up to 24 years	84.7	15.3
From 25 to 34 years	84.9	15.1
From 35 to 44 years	87.0	13.0
From 45 to 54 years	89.2	10.8
55 years and over	92.9	7.1
Educational attainment level*		
Up to primary education (levels 0-1)	93.2	6.8
Lower secondary education (level 2)	89.5	10.5
Upper secondary and post-secondary non-tertiary education (levels 3 and 4)	83.9	16.1
Tertiary education (levels 5-8)	81.1	18.9
TOTAL	88.1	11.9

Source: ANPAL - QPS, 30 June 2020. * ISCED 2011 levels.

Often respondents to the guidance form declare that they have acquired their skills through study paths or previous work experience. This leads them to believe that they have sufficient skills to enter the labour market, but this perception is contradicted by their real ability to engage and succeed in finding a job: in fact, as can be seen in Table II, in total only about 12% of them recently participated in selection interviews. This percentage is higher for men, young people

¹ To receive unemployment benefits jobseekers must sign a *Declaration of Immediate Availability* to work (DID in the Italian acronym).

up to 34 years and clients with higher educational attainment. It is necessary to remember, however, that almost 90% of respondents are beneficiaries of the "citizens' income", in other words, citizens with a quite low level of education (with lower secondary education in 70.9% of cases) and who are unlikely to have access to employment (with an average value of the *quantitative profiling index* of 0.876²) [6].

C. Difficulties Faced by Clients in Their Previous Working Experiences

Analysis of the data shows that for the majority of clients (48.3%) the main problem encountered during their previous employment relationships concerns economic issues (e.g., inadequate remuneration or contract type, delays in payment of salaries, etc.), as well as - with lower values - difficulties inherent in the attendance of courses of study or vocational training (24.1%) or problems related to personal and work realization (22.7%) (Fig. 8).

Among the "other" difficulties (28% of the total) respondents report mainly problems related to the poor labour market supply in their territory or to the inadequacy of the proposals they received, both from the professional and remunerative point of view. Often the contractual proposals are not in line with clients' expectations: low wages, short-term contracts, inadequate tasks compared to the professional qualification, etc.

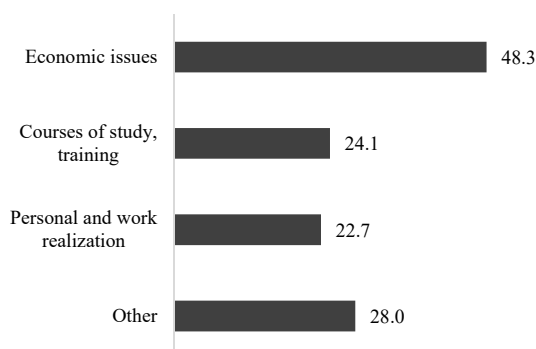


Fig.8 Difficulties faced by clients in their previous working experience (percentages*), Source: ANPAL - QPS, 30 June 2020; * Multichoice question

D. The Most Sought-After Professions

With reference to the profession for which employment is sought, respondents seem to have a clearly defined idea. Only 17.9% of them, in fact, do not express preferences for a future occupation, while about 82% are looking for a specific job. This percentage increases among the most educated, to reach 87.4% among those who have a tertiary education.

As illustrated in Table III, the most sought-after professions are the qualified professions in service and commerce (34.1%), with particular reference to the sector of

accommodation and food services (29.7%). The last data are quite worrying considering that accommodation and food service activities are those most affected by the restrictive measures put in place to tackle the Covid-19 emergency, with a contraction in recruitment volumes of about 59% in the period 1 January-31 May 2020 [7].

TABLE III
TYPE OF JOB SOUGHT, BY PROFESSIONAL GROUP* (PERCENTAGES)

Professional group	
Qualified service workers and shop and market sales workers	34.1
Craft and related trades workers, agricultural workers	20.9
Elementary occupations	15.3
Clerical support workers	10.0
Technicians and associate professionals	5.4
Plant and machine operators, and assemblers	4.2
Intellectual, scientific and highly specialized professions	3.0
Legislators, entrepreneurs and managers	0.3
No indication	6.8

Source: ANPAL - QPS, 30 June 2020. * Free translation from the Italian Classification of professions, CP 2011.

A large share of respondents (20.9%) looks for a job in the category of "Craft and related trades workers, agricultural workers" and, moreover, a good number of people is looking for an elementary occupation (15.3%) or for a job as a clerical worker (10.0%). On the contrary, the percentage of those who have expressed their preference for the remaining professions is rather small, with percentages ranging from 5.4% for technical professions to 0.3% for high-skilled occupations (legislators, entrepreneurs and managers).

E. Job Search Behaviour

TABLE IV
CLIENTS DECLARING TO HAVE ALREADY ACTIVATED THEMSELVES TO FIND A JOB, BY SEX, AGE CLASS AND EDUCATIONAL ATTAINMENT LEVEL (PERCENTAGES)

	NO	YES
Sex		
Male	15.3	84.7
Female	22.0	78.0
Age Class		
Up to 24 years	23.1	76.9
From 25 to 34 years	15.7	84.3
From 35 to 44 years	17.5	82.5
From 45 to 54 years	17.5	82.5
55 years and over	22.3	77.7
Educational attainment level*		
Up to primary education (levels 0-1)	22.4	77.6
Lower secondary education (level 2)	17.5	82.5
Upper secondary and post-secondary non-tertiary education (levels 3 and 4)	15.7	84.3
Tertiary education (levels 5-8)	12.6	87.4
TOTAL	18.8	81.2

Source: ANPAL - QPS, 30 June 2020, * ISCED 2011 levels.

Among PES clients involved in the guidance interview, more than 81% declare to have already activated themselves to seek new employment opportunities, with a prevalence of men (84.7%) compared to women (78%) (see Table IV). Higher shares of "active" clients are also found among those who

² The personal profile of employability is given by the calculation of the "level of disadvantage", that is the probability of not being employed after 12 months. The values are between 0 (easily placeable in the labour market) and 1, which represents the highest degree of difficulty in placement.

have tertiary education (87.4%), with a distance from those who have a lower secondary education attainment of about 4 percentage points.

Data highlight how more than 60% of clients use the informal network (network of relatives and friends) to find a job, followed by sending the curriculum vitae (41.2%) and by consulting the internet (34.0%) (Fig. 9).

Among those who use the internet as the main search channel we find mainly young users up to 24 years (47.5%), while among older people the use of the internet is much less frequent (only in 20.9% of cases for the over 55).

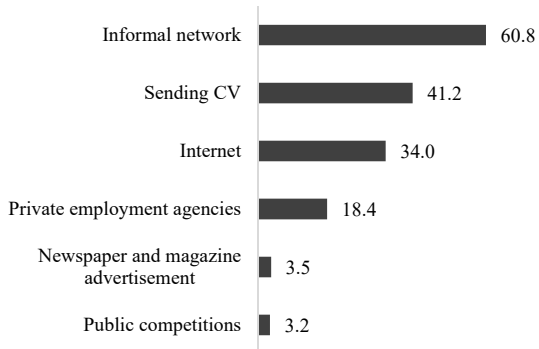


Fig. 9 Job search channels used by clients (percentages), Source: ANPAL - QPS, 30 June 2020

The percentage of those who turn to private employment agencies is 18.4%, while the share of those who respond to newspaper and magazine advertisements (3.5%) or participate in public competitions (3.2%) is very low.

It is important to point out that clients who receive the citizens' income, after signing the "Employment pact" (Job agreement) at the CPI, obtain an "Intensive employment services voucher" (AdR, in the Italian acronym). This voucher can be spent in an organization (private or public) that delivers the necessary support with job-search and provides personalized active measure to succeed in that. Very often the chosen organizations are private employment agencies.

F. Job Search Obstacles

The questionnaire proposed to PES clients includes some questions aimed at understanding the main limits to effective job search. What has emerged is that one of the greatest obstacles to job research seems to be psychological, such as demotivation and self-distrust (22.7%) or the perception of not being able to properly address their research (22.3%) (see Table V). In fact, the analysis of open-ended questions shows that clients' job-applications often do not receive a positive answer, and this generates frustration and discouragement, especially if it happens frequently and if the job has been actively sought.

Lower is the share of those who declare that they do not know how to search for a job (12.6%), have other priorities than seeking employment (9.0%) or are not able to present themselves adequately to the employer (8.1%).

TABLE V
JOB SEARCH OBSTACLES, BY SEX (PERCENTAGES*)

OBSTACLES	Male	Female	Total
There are other priorities before job search	5.1	12.6	9.0
Demotivation and self-distrust	24.1	21.5	22.7
I don't know how to propose myself	8.1	8.0	8.1
I don't know how to search for a job	12.7	12.5	12.6
I'm not able to properly carry out a job search	23.5	21.1	22.3
Other	39.5	38.5	38.9

Source: ANPAL - QPS, 30 June 2020 * Multichoice question.

As shown in the Table V, respondents indicated in most cases (38.9%) "Other" obstacles to job search, different from those already encoded in the *Basic Guidance Form*. These open-ended questions allow gathering valuable information about their perception of the main difficulties encountered in seeking and finding employment.

Fig. 10 illustrates some of the dimensions identified to better outline specific problems clients face during their transition into the labour market.

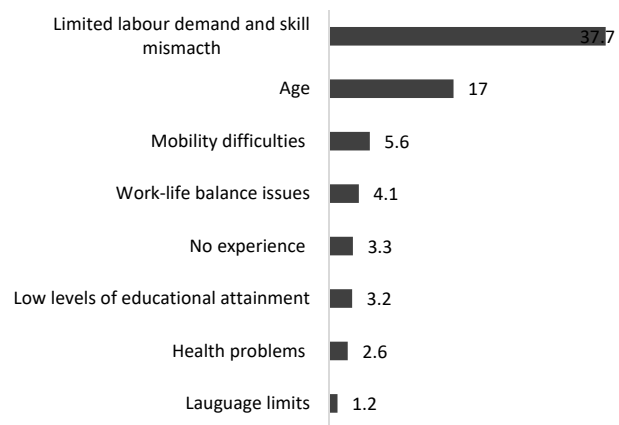


Fig. 10 "Other" obstacles to re-employment (percentages), Source: ANPAL - QPS, 30 June 2020

In most cases (37.7%) clients report as the main obstacle to re-employment the limited labour demand on the territory and the inadequate contractual treatments [11]. In addition, they report problems connected to skills mismatch issues, fairly widespread in Italy [1]. Problems related to age are rather felt (17.0%).

Among other obstacles, respondents identified mobility difficulties (lack of a driving license or private car), work-life balance issues, low levels of educational attainment, health problems and, for foreigners, poor knowledge of the Italian language.

IV. FIVE TYPES OF PES CLIENTS

In order to better understand the expectations, the sought-after professions and the difficulties faced by PES clients in job-search, we used cluster analysis. This analysis has led to identify five groups of clients, with their own socio-demographic characteristics and different attitudes and behaviours towards job seeking.

The first cluster represents 42.6% of clients. Almost all clients included in this cluster state that in the past they have turned to a CPI exclusively for administrative reasons, while only 12% followed a guidance path aimed at job search. Their expectation is quite generic: to find a job. However, they have clear ideas about the occupation they are looking for “skilled manual worker occupations” and “elementary occupations” and about sectors where they may be employed (construction, manufacturing and business support service activities). These clients believe to have all skills and abilities required to carry out the desired job. In fact, only a small percentage of them is interested in obtaining information on the training opportunities available on the territory.

The majority of them declare to use mainly the network of relatives and friends to find a job, and to a lesser extent send the curriculum vitae or consulting the internet. The main difficulties they faced when seeking a job concern primarily the inadequacy of job offers in terms of economic and/or contractual treatment. Added to this is their self-distrust and demotivation.

Almost all clusters' clients are willing to work in the municipality of residence or to move to another daily reachable municipality. They are mostly males over 45, with a medium-low level of education and a low or medium-low profiling index. About 60% of them live in South Italy (41.5% in Calabria and 16.1% in Molise) and about 20% in Piedmont (in North Italy). Over 90% turned to the CPI as beneficiaries of the “citizens' income”.

The cluster is strongly characterized by “weak workers”, which have, however, the perception of having all the skills needed for their reintegration into the labour market.

The second cluster represents 18.2% of clients. Most of them turn to public local employment offices to solve administrative issues and only 16% has also followed an orientation path. About 70% of the cluster's clients have already activated themselves to seek new employment opportunities, especially through informal job-search channels (40%), sending the CV to companies (about 30%) and using the internet (19.5%). However, less than 10% of them managed to get a job interview. Furthermore, a quarter of them are “not able to properly address job search” and they are also “distrusted and demotivated”. Clients of this group are the only ones declaring that they “do not know” what kind of job to look for, in relation to both the profession and the economic sector. Most of them have the main expectation of finding a job (almost 90%), while only few wishes to obtain information on the training and professional opportunities available on the territory.

Nearly half of members are women over 45 with a low education level (13% with primary education and 39% with lower secondary education) and a low employability index. Almost 90% of them turned to PES as beneficiaries of the “citizens' income”. The cluster is strongly characterized by “uncertain jobseekers”, who show indecision also with respect to the type of employment they want to find.

The third cluster represents 17.8% of QPS clients. Even in

this cluster all clients have turned to a CPI in the past, but with the difference that in this case almost half of them have benefited from a guidance service and only 35% wanted to solve administrative matters. Moreover, a third of clients desired to obtain information in order to undertake a training course.

The expectation of all clients is “to find a job”. One of the greatest difficulties they encountered during their previous employment relationships concerns problems related to personal and work realization, followed by economic issues.

Everyone expressed a preference both for a profession (employees and clerks) and for the economic sector where to be employed (accommodation and food services and commerce), but more than a third of clients are not able to identify the specific work activity they aspire to. Just over half of them are interested in receiving information on the training and professional opportunities available on the territory, also to update their skills.

Almost all clients sought for a job by sending the CV to companies, using the internet, turning to private employment agencies and, in small percentage, responding to newspaper and magazine advertisements. They declare to have problem to present themselves adequately to the employers, but also age-related difficulties. They are mainly women over 34, with a medium and medium-high employability index, coming from North-West Regions (34% from Liguria and 14% from Piedmont). About 85% of clients turned to the CPI as recipients of the “citizens' income” and 7% to be involved in measures of active labour policy provided by the Legislative Decree n.150/2015 [9].

The cluster consists mainly of women over 34 and with a low education level: they can be called “low skilled adult women” but characterized by a “very active” behaviour in seeking employment, which explains the high employability index resulting from the CPI operator assessment.

The fourth cluster represents 11.2% of clients. They expect to improve their skills: obtain information on training and professional opportunities (43.5%), become more aware of their skills (25%) and undertake a training course (10%). Moreover, they represent 75% of those who would like to start a self-entrepreneurship pathway. All of them in the past turned to a CPI, but not only for administrative reasons. They also had the objective to receive information (16.5%) and to benefit from guidance services (about 24%).

A third of the members of this group are looking for a job as manager, entrepreneur or professional, in the sector of “professional, scientific and technical activities” or in the health sector. Most of them think to have the necessary skills to carry out the sought profession, but about 25% feel they need to improve. In fact, nearly 80% of them are interested to receive information on training courses to update their competences or acquire new skills, and almost 90% want to have information on the labour market and on professional positions available on the territory. In addition, clients of this group are very active in job search: they send CVs to companies, participate in public competition and some of them

recently participated in selection interviews. Furthermore, more than half of them are willing to move anywhere, in Italy or abroad, in order to find a job. They are almost all young, under 34 (40%), with a medium-high level of education (32% with secondary education, 7% with tertiary education) and a medium-high employability index (about 60%). Almost half of them live in the Central-North Regions (with a slight prevalence of Liguria, 18.7%) and about 33% in Calabria. Nearly 86% of them turned to the CPI as beneficiaries of the "citizens' income".

The cluster is strongly characterized by "active jobseekers", which have the concrete objective of improving and/or updating their professional skills.

The fifth cluster represents 10.1% of clients. All individuals have never turned to employment services and never followed a guidance pathway. 42% of them have been looking for a job through the informal network (relatives and friends) and a small percentage through the internet. Clients of this group are aware that they have difficulty in seeking employment: in fact, 23% of them declare to be "not able to properly address their research", 16% "don't know how to search for a job" and 15% are "not able to present themselves adequately to the employer". They expect to increase awareness of their vocational abilities due to the outcomes of the basic guidance interview. Moreover, 60% of them are interested to receive information on upskilling and reskilling training course, and about 80% intend to acquire information on labour market and professional positions available on the territory. Clients of this group are looking for a specific occupation (employees, clerks and low skilled occupations in the sectors of "Accommodation and food services", "Business support service activities" and "Other services"), but they are partially aware that they do not have all the skills needed to carry out the sought-after profession.

Most of them are young women with a low education level (12% with primary education and about 33% with lower secondary education) and a medium or medium-low employability index, living mainly in Liguria (34%) and Calabria (28%). About 84% turned to a CPI as recipients of the "citizens' income", 7% to be involved in measures of active labour policy provided by the Legislative Decree n.150/2015 [9] and the remaining share in other measures. The cluster is strongly characterized by "passive jobseekers", who are aware of their lack of knowledge of the job opportunities available on the territory, while showing interest in receiving more information on training courses and labour market.

V. CONCLUSION

Monitoring the use of the QPS on the National territory is recurrently carried out by the ANPAL research team. The resulting data are collected and made available through periodic information Notes [2], [3] published on the ANPAL website (www.anpal.gov.it).

The evidences emerged have allow to reflect also about the importance of the role of caseworkers in defining client needs. Above all, they have to facilitate clients in reading and

understanding their skills and their strengths and weaknesses, encouraging reflective and constructive behaviour in job searching.

PES operators must have different skills to fulfil their role:

- to know and to apply the profiling tools,
- to know the characteristics and dynamics of the labour market, in order to better guidance jobseekers,
- to know how to manage the guidance interview (e.g., how to connect and successfully interact with clients), make emerge jobseekers' specific needs and valorize their capacities,
- to know how to shape service delivery according to clients' needs.

Data analysis underlines that often clients declare to have the sufficient experience and competences to carry out the job they aspire to obtain, and for this reason they feel they do not need to strengthen their skills through training courses. This belief leads clients to move further away from the possibility of finding a job, as they direct their search towards professions for which they are not equipped. In fact, the operator has the task, not only of assessing jobseekers' employability, by attributing them a profile index, but also of agreeing with them the assessment, outlining their difficulties and, above all, the internal and external resources they need to face them. By doing so, it will be easier to agree with the client targeted training paths for skills' consolidation or customized solutions for active job search, functional to an insertion or re-insertion into work, possibly in the short term.

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