

TOUR OF SERVICES

Challenge

Develop a new approach to provide an orientation to job seekers and employers. This system must expand the reach to customers, increase customer knowledge of services, maintain consistency of message and reduce resource requirements.

Tour of Services - Getting the Most from Brevard Job Link

Low Cost Service Delivery Strategy

Development of a unique and innovative web-based online orientation called Tour of Services - Getting the Most from Brevard Job Link.

Brevard Job Link has a corporate goal of increasing community awareness, ensuring success and growth while increasing participation by the labor force.

The Tour of Services is a low-cost service delivery strategy providing a general orientation to on- and off-site customers using the Internet.

The 20-minute audio and slide presentation enlists a new software option enabling a high-tech look and feel with low-tech ease of operation. In addition, the audio component permits visually impaired customers with the opportunity to hear the

information verbally, and hearing impaired customers can utilize the notes feature to read the script.

The Tour provides an overview of services offered through Brevard Job Link in an engaging, self-paced format, reducing staff time, facility space and equipment resources.

Registration and customer satisfaction survey features are offered, but not required, for customers taking the Tour of Services.

Once the Tour has been completed, the customer is given the option to print a certificate.

"The Tour of Services ensures that all customers receive the same information regarding what is available at Brevard Job Link. It also allows the Internet customer to receive information that is invaluable in their search for a new job or career change. We also have more staff time to deal with customers on a one-on-one basis."

Pete Kaiser, President
Kaiser Group



Job Seeker, Elaine Goodman, views the Tour of Services to get a quick overview of the opportunities and services available at Brevard Job Link.

Approach

In the fall of 2003, the development team, including Dynamic Works Institute, Brevard Job Link and Brevard Workforce Development Board Inc. began concepting, creating and developing the Tour of Services.

The team developed the content for a web-based slide audio and slide presentation. Dynamic Works developed an engaging self-paced format that is suitable for auditory and visual learning. Special formatting options were implemented for hearing or visually impaired.

Multiple advantages over traditional staff-led orientations include:

- **Providing a consistent message** to all job seekers and employers.

- **Accessibility on demand** – allows users to view on their own schedule at home, in a mini-center or in a Brevard Job Link Career Center.
- **Ease of updating** – allows you to update one slide and republish.
- **Online automation** - reduces staff time, facility space and equipment resources required with an instructor-led orientation.
- **Customer no longer has to wait** at the information desk for information, allowing for more time with career coach.

The plan included implementing the Tour of Services at all Brevard Job Link Career Centers in Brevard County after successful implementation at the Cocoa Brevard Job Link.

"The Tour of Services is useful as a resource tool which saves time by orienting customers to Brevard Job Link services via the Internet. This tool increases customer awareness, saves time, and empowers customers by giving them choices at their fingertips."

Stacy L. Daniels, FCWP-1
Career Coach
Ladders to Success Program
Brevard Job Link

"Earning the Honorable Mention for the Workforce Excellence award category of Maximizing Resources through Technology will allow us to continue developing and providing innovative programs and services."

Linda South,
Executive Director
Brevard Workforce
Development
Board, Inc.

Results

Since the implementation of this program in July 2003, a significant number of job seekers have registered and taken the Tour of Services.

The Tour of Services is now being offered in all Brevard Job Link Career Centers and Mini-Centers in Brevard County.

Job seekers have an increased awareness of services available to them and now use time with their Career Counselors more efficiently.

Tour of Services certificates are now being incorporated as a measuring tool, as the Brevard Job Link Career Centers now have the

enhanced automation and reporting capability to ensure that all job seeker customers registered are being processed.

Tour of Services completion certificates are being incorporated into various programs as a benefit to the customer who is in need of additional assistance. Once completed, the customer is aware of the various tools and resources available to them.

This pilot program, while maintaining consistent messaging and reducing resource costs, has been successful in reaching more customers and expanding their knowledge of services.

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