



# Using digital technology to address disadvantage groups



Presented by Ms. Hang Sereyvorlak  
Deputy Director General of National Employment Agency (NEA) of  
Ministry of Labour and vocational Training (MIVT)  
17, July 2024



Korea Employment  
Information Service **KEIS**



Ministry of  
Employment and Labor



**1**

**Overview of Cambodia Public Employment Services**

**2**

**Using digital technology to address disadvantage groups**

**3**

**Challenges for moving forward to Digitalize the services**

**4**

**Further development plan**

# **Overview of Cambodia Public Employment Services**

# Cambodia Public Employment Service

**NEA**  
as One  
Stop  
Service  
to  
provide

Employment Service: Register for job, job matching, collect and post vacancy, organize employment forum and career fair



Employers

LMI: Collecting, compiling, analyzing producing and disseminate information on labor market



Job seekers



Education/Training  
Providers

**NEA's Vision "To be a leading Agency to Provide Quality Employment Service and Labour Market Information in Cambodia"**

# About The National Employment Agency

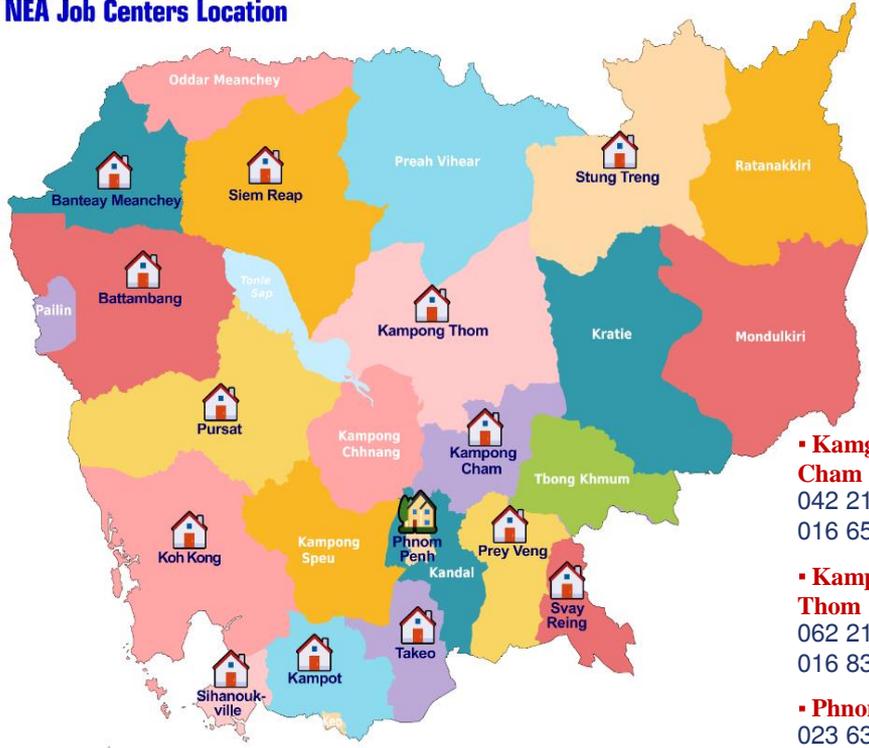
NEA joined World Association of Public Employment Services  
(WAPES) in 2013.



# Promotional Tools and Service Delivery



## NEA Job Centers Location



**Job Centers**  
14 Job Centers and 5 Mobile Job Centers throughout the province.



- |  |  |  |  |   |
|--|--|--|--|---|
| <ul style="list-style-type: none"> <li>▪ <b>Kampong Cham</b><br/>042 210 277<br/>016 656 655</li> <li>▪ <b>Kampong Thom</b><br/>062 210 277<br/>016 836 655</li> <li>▪ <b>Phnom Penh</b><br/>023 633 6002<br/>016 786 655</li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Takeo</b><br/>032 210 277<br/>016 676 655</li> <li>▪ <b>Battambang</b><br/>053 733 111<br/>016 926 655</li> <li>▪ <b>Kampot</b><br/>033 210 277<br/>016 506 655</li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Pursat</b><br/>052 740 277<br/>010 706 655</li> <li>▪ <b>Prey Veng</b><br/>043 210 277<br/>081 786 655</li> <li>▪ <b>Koh Kong</b><br/>010 236 655</li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Siem Reap</b><br/>063 210 277<br/>016 536 655</li> <li>▪ <b>Preah Sihanouk</b><br/>034 210 277<br/>081 856 655</li> <li>▪ <b>Banteay Meanchey</b><br/>054 210 277<br/>016 326 655</li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Stung Treng</b><br/>074 212 277<br/>010 746 655</li> <li>▪ <b>Svay Rieng</b><br/>044 715 277<br/>016 646 655</li> <li>▪ <b>Mobile Job Center</b><br/>086 860 066<br/>012 906 664</li> </ul> |
|--|--|--|--|---|

# Promotional Tools and Service Delivery



**To bring the services to the local and the public**

- To provide job announcement and job registration
- To provide career guidance and career advisory
- To conduct and support other job centers for conducting the career events.

# Promotional Tools and Service Delivery



## Printed Materials

1

Banner, A-board, X-stand, Poster, Leaflet, Folder, Ego Bag, Bulletin, Report and Career Guidance Books

## Traditional Media

2

Newspaper, TV, & Radio



## Digital & Social Media

3

- NEA's Website, Facebook, LinkIn, Tok-tok and YouTube
- Telegram Groups
- LED Billboard
- NEA Job Search (Mobile App)



# Promotional Tools and Service Delivery



NEA JOB SEARCH  
National Employment Agency



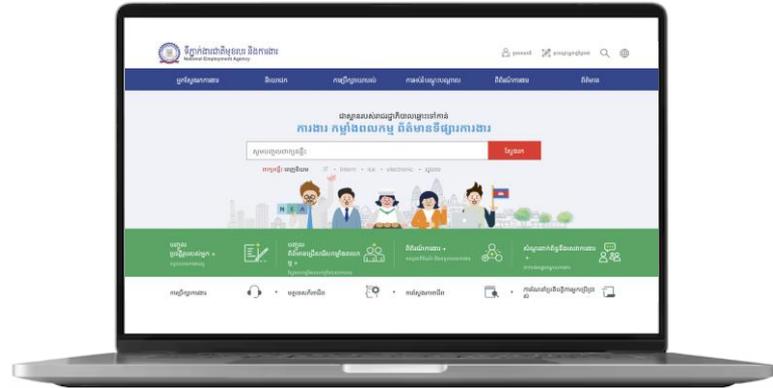
NEA Career Fair (Job Seeker)  
National Employment Agency



NEA VCD (for Employer)  
National Employment Agency

ទាញយក

NEA JOB SEARCH APP



[www.nea.gov.kh](http://www.nea.gov.kh)



[/neakhmer](https://www.facebook.com/neakhmer)



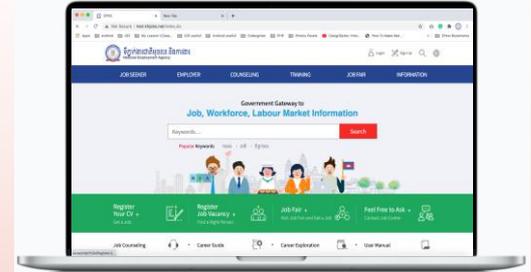
016 78 66 55



077 23 23 78

# Service delivery

Website  
[www.nea.gov.kh](http://www.nea.gov.kh)



Facebook  
[www.facebook.com/neakhmer](http://www.facebook.com/neakhmer)

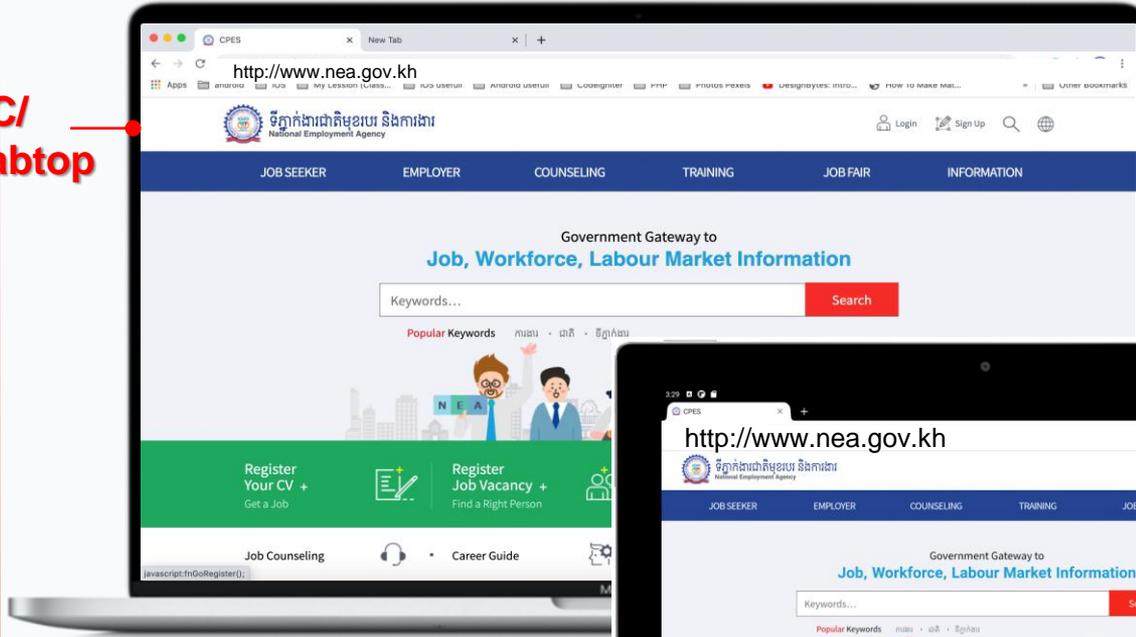


App  
NEA Job Search

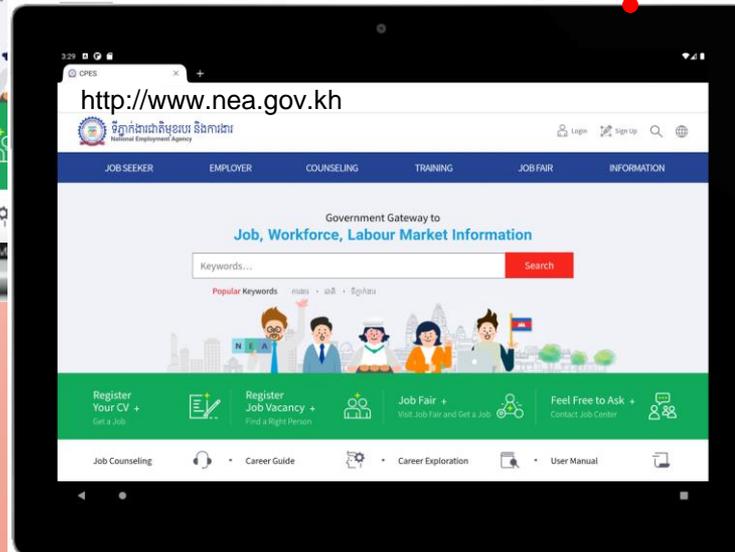


# Service delivery

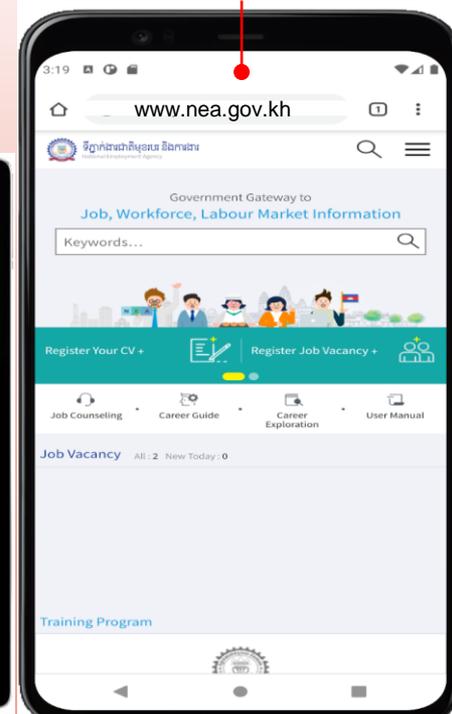
PC/  
Laptop



Tablet/PDA



Mobile



Responsive Web

# Key Performance Indicators

## Increase in the Number of Service users

Number of Walk-in Visitors to Job Centers

Number of Employer Visits

Increase Services Users' overall Satisfaction Rate

## Increase in the Number of Staff / Staff Capacity Building

Number of volunteers/ Interns Recruitment

Number of Training

## Decrease in Skill Mismatches

Number of Job placement

		The Japan-WAPES Joint Project in Cambodia	Phase	WHO(Covid-19)
2019	1 April	Start!	1	
	9-10 September	Kick-off Meeting		
2020	30 January			Public Health Emergency of International Concern
	3-5 February	Study Visit		
2021	August		2	
	September			
2022	6 June-15 July	ILO Training (ITC)		
	22-24 November	Workshop in Takamatsu, Kagawa		
2023	31 Jan, 2 Feb	Consultation Conference with Stakeholders		
	January-March	Pilot Study of CSS		
	March-May	Pilot Study of PAF		
	5 May			
2024	13-14 December 28-29 Feb	Capacity Building Workshop Consultation Workshop and Capacity Building		
	August			

# Job center

PAF



Service



# Customer

(Employer)

(Job seeker)

(Trainig provider)



Satisfaction



CSS

# Services Provision

## Job Seekers

- Registration
- Job and Internship Placement
- Career, Vocational and Employment, Counseling/ Guidance
- Labour Market Information
- Pre-Employment
- Soft Skills Training
- Career Fair,
- Employment Forum
- Interview Day
- Job Opportunities, Training Courses, and scholarship Information

## Employers

- Job Matching and Referral
- Job Posting on Websites and Social Media
- Labour Market Information
- Career Fair
- Employment Forum
- Interview Day
- Stakeholder Workshop
- Recruitment Counseling

## Training Providers

- Training Course Posting on Website and Social Media
- Labour Market Information
- Job and Internship Placement for Students
- Career Fair
- Employment Forum
- Interview Day
- Career, Vocational and Employment, Counseling/ Guidance

# NEA'S MOBILE APP

NEA has developed mobile applications that provide quality, efficient employment and labour information services to users (Job Seekers) through multiple options and easy access. Now available on the Google Play Store and App Store.

NEA Job Search



Career Fair



Soft Skill



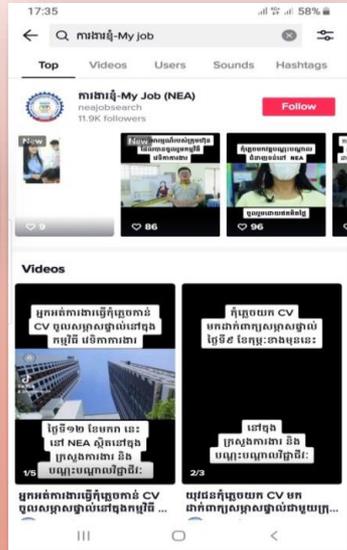
# NEA'S MOBILE APP

NEA Job Search app	NEA Career Fair App	Soft Skill App
<ul style="list-style-type: none"><li>• Fast and easy-to-use job search</li><li>• Search job vacancies by Key Word, International Standard Classification of Occupations (ISCO), Economic Activity and Location in Cambodia.</li><li>• Registering a user profile is a simple and easy process.</li><li>• Managing their profile on their own is a safe option</li><li>• Apply job directly</li><li>• Simple and easy user interface</li><li>• Share and email your favorite jobs to yourself or to friends</li><li>• Save jobs so you'll never miss out on a good opportunity</li><li>• Contact all the NEA Job Centers</li><li>• You can apply the job via e-mail.</li></ul>	<ul style="list-style-type: none"><li>• Fast and easy-to-use</li><li>• The biggest Career Fair in Cambodia</li><li>• Online Work Shop by Famous Speakers</li><li>• Realtime recruitment</li><li>• More than 10K of job vacancies are available in app.</li><li>• Employer able to use this app to post job vacancies without charge.</li><li>• Job seeker can use this app to find available vacancies and post resume.</li><li>• Search and apply to jobs in Cambodia.</li><li>• Upload your resume to Employer with vacancies.</li><li>• Save jobs so you'll never miss out on a good opportunity.</li></ul>	<ul style="list-style-type: none"><li>• Fast and easy-to-use</li><li>• The Soft Skill for Employee</li><li>• Videos Training.</li><li>• Download Documents to Study more</li><li>• Simple and easy user interface</li><li>• Easy to use.</li><li>• Employee able to use this app without charge.</li><li>• Get more knowledge by watching videos and documents.</li><li>• Training by The Famous Speakers.</li><li>• Training by Videos and Documents..</li><li>• Videos Training with Famous Speakers.</li><li>• The Best Documents for Employee.</li></ul>

**Using digital technology to address disadvantage groups**

# Using digital technology to address disadvantage groups

## Social media



# Using digital technology to address disadvantage groups

## E-learning



- Digital conference
- Online course
- Private group teaching

Benefits

# Using digital technology to address disadvantage groups

## Using Verify.gov.kh



# Challenges for moving forward to Digitalize the services

- Accessibility: not all the users in the rural can't access to employment service systems due to internet connection and digital literacy.
- Data privacy and filled requirement: Not everyone has understood the system rules and skills associated with occupation by ISCO definition, and users need simple fill-in information.
- Difficulty engaging users to use the system
- Operation and maintenance system
- The capacity for web/app development skills is limited

# Further development plan

## Website

- To develop LMI functions system
- To Improve job seeker, employer registration functions
- To improve capacity of rest API functions & Server , and security between the application and server
- To learn and discover new and accepted technologies such as AI function, Cloud computing, Big data for CPES System.
- To improve job matching and referral functions
- Database System Integrations for Mobile Application & Website.
- To improve job applicate tracking functions for internal portal
- Enhance service users, UI/UX and functions features
- Up-to-date next generation for CPES System(2.0)

## Mobile App

- To improve job search function including auto suggestion word and intelligent search functions
- Job Alert and Notification Feature
- To add new job-offer notifications functions
- Job seeker registry and résumé display functions
- To improve Apply for a job functions
- To enhance UI & UX functions.
- To add nearest feature on the mobile application with Google's map API.
- To develop LMI info view functions
- To update rest API server functions

## Capacity building of IT staff

- To enhance the capacity building of IT staff to develop software, websites, mobile applications, and computer network skills.



Korea Employment Information Service **KEIS**



Ministry of Employment and Labor



**Thank You!**