

# AIGLE MAPS INCREASES THE VISIBILITY OF THE JOB ADVERTISEMENTS PROPOSED BY PÔLE EMPLOI



To promote the publication of its advertisements, Pôle Emploi sets up partnership operations that allow it to provide its services to private partners under a generic trademark. Within the framework of these operations, Pôle Emploi makes the database of its job advertisements available to its partners.

## Goals

The goal of Pole Emploi's request for quote was to create a web application allowing the multicriteria or cartographic search of geo-located job ads, displaying the results on a map.



## Solution

Business Geografic, in partnership with gPartner, official supplier of Google Maps and Google Earth in France, implemented a web application for geo-located job ads search.

Through its dedicated application, AIGLE Maps provides Pôle Emploi with the following services:

- **Geocoding** of the ads according to the indicated address
- **Search of multi-criteria ads** (line of work, business sector, place, contract types, among partners' ads or broadened to all of Pôle Emploi's ads)
- **Cartographic search** (by selecting areas on a map)
- **Search results display** on a Google Maps background
- **Map display to locate a specific ad** thanks to a provided link.

The implementation of the Google search engine to the application allowed to work on the search optimization.

A mobile version of the application will soon be available.

## Technical means

**AIGLE Maps** ensures the geo-coding of job ads and the display of the search results on the map.

**Google Maps API Premier** manages the cartographic data (Functionalities of the map, plan and satellite sight)

**Google Search Appliance** implements Google's search technology to the application.

## Pôle Emploi's company profile

Pôle Emploi, organization resulting from the merger of the ANPE (French National Employment Agency) and the Assédic (organization managing unemployment contributions and payments), proposes services to job seekers and to companies.

Pôle Emploi's missions are the following:

- Reception and registration of the job seekers
- Payment of the unemployment benefits to the job seekers
- Support of each job seeker in his job seeking until he finds a job
- Labour market prospecting in order to anticipate the firms' actions
- Help the companies in their recruitment process
- Labour market analysis

