

Career & Placement Services

(2014)

A Financial product that provides coverage for expenses related to Career and Placement Services (CPS) (Prepared by Shubhadha Iyer)

- A Provisional Patent Application (PPA) with the detailed product description conceptualized and prepared by S. Iyer was filed in 2014 (Application no: 351/CHE/2014 dated Jan 2014).
- S. Iyer subsequently forwarded the product description and summary to a US Insurance company (2014).
- While other solutions for re-employment may have been suggested over the years, this product is a solution from the “Career & Placement” viewpoint to accelerate the process of “re-employment”, career recovery and career growth. Hence, it is a unique method to counter the risk of prolonged unemployment.
- Essentially, if implemented as an add-on to Private Unemployment Insurance the CPS product would work to reduce UI payments.
- There are other formats for a company to offer this product- these alternate product designs have also been outlined herein.
- Provided here is a description of the business model and the product design for the PPA envisioned and proposed by S. Iyer.
- PPA details in this document provides only the main points of the product idea enumerated in the PPA not including detailed legal terms originally submitted with the PPA.

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Part I

General Production Description

Introduction

CPS: An Insurance or fund product that offers coverage for Career and Placement Services. The model proposed herein offers benefit in the line of career services and placement to enable efficient career recovery of working professionals in between job situations, in a relatively short duration. It thereby provides competitive advantage to the workforce, as well as to Insurance or financial companies that may offer it in a variety of product design formats.

Product Scope & Coverage

The Career and Placement Services (CPS) product is designed to provide facilities for “career recovery” and career growth to the customer. Addition of this product is expected to create value in a niche space of the Insurance and/or financial industry.

- a. CPS is designed to provide a cost-effective method to facilitate re-employment.
- b. It involves a placement network that can cater to specialized career needs and span multiple states and geographies. It is designed as a flexible product that can work for voluntary or involuntary job loss and will cater to different segments of the work force, including higher ages.
- c. The CPS plan will provide the following types of Benefits-
 - i. Career Services – Guidance and Counselling
 - ii. Training
 - iii. Placement Services

Product Design for Insurance

- a. This design is based on the premise that, specialized career and placement services will enable the insured to be re-employed in shorter duration, thereby reducing UI payments.
- b. It will respond to a claim under a specific set of circumstances. The insured will pay premiums and get coverage for expenses incurred to obtain career guidance, training, and placement services- i.e. expenses related to Career Services and Job Placement (CPS).
- d. The product can be provided as an *Add-on* or extension to a core product such as Private Unemployment Insurance (PUI). While Private UI covers the loss of income due to job loss; CPS will cover the associated cost of obtaining a new position. A possible scenario is where the insured opts for zero “Job Loss coverage” under PUI, pays the premium only for CPS and thereby receives the add-on benefits.
- e. Alternative to Add-on- The product can be offered on a standalone basis.
- f. Career and Placement Services (CPS) can be offered in the following formats: -
 - i. Add-On Benefit to Private Unemployment Insurance (PUI)
 - ii. CPS Service Providers Network
 - iii. CPS Standalone

Product Structure

This current model proposes that CPS be offered based on two service models- Basic or Network.

- a. The Basic model provides the full range of benefits to the insured- Career Services, Training and Placement but no Network. The insured can directly approach organizations and resources of his/her choice to avail Training and Placement services and will be reimbursed for expenses if any.
- b. The Network model will provide Career Services, Training and Placement through an extended Network of service providers that partners with the Insurance Company.

Key Product Features

Following benefits at the individual and environment levels can be identified-

- a. Provides subsidized Training services designed to support re-skilling and continuous education.
- b. Provides Placement services designed to support the optimized re-distribution of work force in the face of changes in macro-environmental factors- e.g. market fluctuations, recessions.
- c. Though a 100% placement guarantee does not have to be provided, it can help to “prime” and re-position the candidate in the job market- the assumption is that with focused guidance and training, talented and motivated candidates can often take it from there and emerge successful.
- d. An advantage of *placement services* is that it caters to specialized and advanced requirements for talent and skills in Industry. With a *placement network* the coverage can extend beyond state-specific services.
- e. Will serve multiple segments of the work force that want to keep training on state-of-the-art skills. And professionals who want to make horizontal or vertical moves to locate the best career.

Potential Applications in Industry

In general, CPS provides a strong buffer for the working population to weather sudden career changes.

- a. Should blend well with Private Unemployment Insurance and other products such as Disability.
- b. Applicable across varied segments of workforce for different skills and education levels.
- c. As alternative to insurance, it can be positioned as a fund product to enable working professionals to operate to meet career and placement related expenses.
- d. Saves considerable time, effort and cost that would otherwise be required for an independent professional to access the spectrum of specialized career services and placement expertise.

Premium Rates

Will depend on several factors to be weighted as part of premium determination- such as, Cost of services being sought- Career counselling & guidance included in the basic coverage; then Training and Placement having higher valuation in the services chain; Occupational category, Industry type, Candidate designation and Job level; Candidate’s professional record, Job history and experience; previous claims made. Other parameters specific to the candidate (Age, gender) and candidate’s work situation.

Other Features and Benefits

The CPS benefits make sense from a societal and financial standpoint. Getting the unemployed in a better position to resume work-- benefits the country and the individual worker receiving the CPS.

CPS Add-on Benefit for other Plans

- This add-on or extension would also be appropriate in connection with a Disability insurance policy. Some Disability policies include a provision for covering the cost of retraining an injured person so they can resume working. The insurer has the incentive to do this as it may reduce the ultimate pay out of the Disability benefits.

CPS with the Service Providers Network model

- Can be offered as a Group scheme. Coverage is Network-based, and different types and levels of coverage are possible. (Certain aspects of the “Career services” package do resemble private Health Insurance models).

CPS for different Workforce requirements

- Can be offered to segments of the Workforce in higher Age groups (40’s and 50’s) that would like to avail of training and placement services.

CPS as a Savings Plan for Education, Re-Training and Placement

- The CPS Standalone plan can provide a savings component, under certain conditions. If the insured has paid premiums for a given term without making any claims, s/he is entitled to a sum assured that may be equity linked.
- As an alternative, it should be possible to re-position CPS as a Fund product, and with only the benefit of the Fund component meant for career services. In this case the product design, structure and features would be designed differently.

Industry Players

The suggested product Career & Placement Services (CPS) should elicit interest from Insurance companies that offer Unemployment Insurance and related products as potential dealers.

- a. Alternatively, financial companies who can offer this as a product.
- b. Strategic partners- Placement firms, Training centers and other intermediaries identified in the Career Services and Placement network as business partners in the value chain.
- c. Further research and development is necessary. For example- In accordance with the product development cycle followed by Insurance companies before they officially introduce a new product, the model will have to pass through Risk assessment, detailed product design, regulatory approval and testing phases among others, before it is finalized and ready to market.
- d. A Feasibility and Re-assessment will have to be conducted in the USA geography as well, taking into consideration the market conditions and demand factors.

Part II

PPA Details (2014)

(Application no: 351/CHE/2014 dated Jan 2014).

A METHOD AND SYSTEM FOR PROVIDING COVERAGE FOR EXPENSES IN THE LINE OF CAREER AND PLACEMENT SERVICES

BACKGROUND

Technical field

[0001] The present disclosure primarily *relates to a financial product that offers coverage of expenses for career services and placement to enable efficient career recovery and career growth of working professionals in between job situations.*

[0002] The present disclosure generally relates to private unemployment insurance. The present invention particularly relates to a method to provide Career and Placement Services cover as an add-on benefit to private unemployment insurance.

Description of the Related Art

[0003] Unemployment benefits (also, depending on the jurisdiction, called unemployment insurance, unemployment compensation or the dole) are social welfare payments made by the state or other authorised bodies to unemployed people. Unemployment benefits are generally given only to those registering as unemployed, and often on conditions ensuring that they seek work and do not currently have a job.

[0004] Besides helping unemployed individuals' transition from one job to another, unemployment insurance also acts as an automatic economic stabilizer.

[0005] Private unemployment insurance is above and beyond any unemployment compensation that an employee may be due through some type of governmental program.

[0006] Private unemployment insurance is known to bridge the gap between state unemployment benefits and a worker's former salary.

[0007] The benefits provided by the unemployment insurance system tend to extend the duration of unemployment by reducing an individual's incentives to search for new employment. Moreover, the benefits do not always suffice the needs of individual workers, many of whom require education, or re-training.

[0008] Hence there is a need for a method that can counter the risk of prolonged unemployment.

[0009] There is a need for a fund or insurance product to cover expenses for specialized career and placement services. To work as add-on benefits to cover expenses for career counselling, training, and specialized placement services; or in an alternate format, to provide these benefits as a standalone financial product.

[0010] There is a need for a method that provides unemployment insurance with coverage of a wider range of possible events that could lead to unemployment e.g. voluntary job loss.

[0011] There is a need for a financial product that caters to an ambitious work force that wants to keep training itself on state-of-the-art skills. And wants to make career moves to locate the best placement.

[0012] There is a further need to provide career services and placement benefits for different segments of the workforce. And there is a need to extend some benefits for those who cannot avail of unemployment insurance but would like to avail of coverage for career growth and recovery.

SUMMARY

[0001] The primary objective of the present invention is to provide a method to cover expenses related to Career and Placement Services (CPS) as a fund or insurance product.

[0002] According to an embodiment of the present invention, Career and Placement Services (CPS) are provided as an Add-on or extension to a core product such as Private Unemployment Insurance. This format is termed “CPS Add-on with PUI Job Loss cover”. While PUI covers the loss of income due to job loss; CPS covers the cost associated with obtaining a new job position. When the person A loses or resigns from the job, he may or may not get unemployment payments. But he can still avail the add-on benefits in form of career guidance and reimbursed expenses for training and placement services between jobs.

[0003] The insured is also able to avail of basic benefits of career counselling and guidance even while on the job. The training and placement services get activated as per the plan, when the insured is out of the job.

[0004] The objective is to offer Career and Placement Services as an add-on cover to Private Unemployment Insurance (PUI). This will provide add-on benefits to core insurance products such as private unemployment insurance which covers expenses for career counselling, training, and placement services.

[0005] The objective is to provide a method to offer the Career and Placement Services (CPS) product in an alternate standalone format

[0006] Yet another object of the present invention is to provide private unemployment insurance to unemployed people with coverage for a wider range of possible events that could lead to unemployment i.e. voluntary job loss.

[0007] The various embodiments of the present invention provide several add-on benefits which covers expenses for career counselling, training and placement services. The method offers benefits in the line of career services and placement to enable efficient career recovery of working professionals in between job situations, in a relatively short duration. The insured pays premiums and get coverage for expenses incurred to obtain career guidance, training and placement services (CPS). The benefits are availed in the event of voluntary or involuntary job loss.

[0008] A variant of the above format is termed “CPS Add on with zero PUI Job Loss cover”. In this scenario the insured opts for zero “Job Loss coverage” under PUI, wherein the insured pays a premium only for CPS and thereby receives only the add-on benefits of CPS.

[0009] According to an alternate embodiment of the present invention the CPS can be offered as standalone product this format termed “Standalone CPS”. In this case CPS benefits are offered on a standalone basis.

[0010] According to an embodiment of the present invention, the “CPS Add-on with PUI Job Loss cover” is also applicable in case of a voluntary job loss.

[0011] According to an embodiment of the present invention, the method offers CPS based on two service models- Basic and Network based service model. The Basic model provides the full range of benefits to the insured- Career Services, Training and Placement but there is no network.

[0012] In basic service model, the insurance provider and the insured are the main members. The insured directly approaches organizations and resources of choice for training and placement services, and the person is reimbursed for expenses when there is a charge.

[0013] According to an embodiment of the present invention, the Network service model provides Career, Training and Placement Services through an extended network of service providers that partner with the insurance company. The network-based service is thus offered through an integrated network for training and placement. The network comprises plurality of client organizations, plurality of placement companies, plurality of employment agencies, plurality of counseling and career guidance centers, and plurality of training and education centers. The placement companies are consultancies and firms that specialize in placement services and employ headhunters and recruiters.

[0014] According to an embodiment of the present invention, the method provides specialized career and placement services that enable the insured to be re-employed in shorter duration and thus reduce the UI payments. The method provides subsidized training services designed to support the re-skilling and continuous education of work force. The method further provides placement services designed to support the optimized re-distribution of work force in the face of changes in macro-environmental factors- e.g. market fluctuations, recessions. The method is designed to work across multiple segments of the work force. The method also offers candidate-focused placement services for career growth.

[0015] According to an embodiment of the present invention, the premium rates for PUI and CPS add-ons depend on several factors to be weighted as part of premium determination. The factors include (but are not limited to) cost of services being sought; extent of coverage (location); occupational category, industry type, candidate designation and job level; candidate's professional record, job history and experience with regard to career services and placement requirements; other parameters specific to the candidate (age, gender) and candidate's work situation. The coverage for career counselling & guidance is included in the basic coverage whereas training and placement have higher valuation in the services chain.

[0016] According to an embodiment of the present invention, the method provides CPS as an add-on benefit for other Plans as well. It is appropriate in connection with a disability insurance policy. Some disability policies include a provision for covering the cost of retraining an injured person so they can resume working. The insurer has the incentive to do this as it may reduce the ultimate payout of the Disability benefits.

[0017] According to an embodiment of the present invention, the method offers CPS with the Service Providers Network model. Coverage is Network-based, and different types and levels of coverage are possible. Certain aspects of the "Career services" package are analogous to private Health Insurance models. The insured need may exceed the facilities provided by the package, in which case there will be deductible amounts and out-of-pocket expenses to be dealt with. And it can be offered as a Group scheme.

[0018] According to an embodiment of the present invention, the method provides CPS for different workforce requirements, wherein PUI with CPS add-on is offered to segments of the workforce such as higher Age groups (40's and 50's) and others that would simply like to avail of training and placement services.

[0019] According to an alternate embodiment of the present invention, the method provides CPS as a savings plan for education, re-training, and placement. The CPS standalone plan provides a savings component, under certain conditions. When the insured has paid premiums for a given term without making any claims, he is entitled to a sum assured that is equity linked.

[0020] According to an embodiment of the present invention, there is a minimum Number of months that premium should be paid before the first claim can be made. If the insured has not made any claims for a given term e.g. one year, then the insurer is entitled to a premium discount on policy renewal.

BRIEF DESCRIPTION OF THE DRAWINGS

[0021] The other objects, features and advantages will occur to those skilled in the art from the following description of the preferred embodiment and the accompanying drawings.

[0022] **FIG. 1** illustrates a block diagram for a network-based service model offering career and placement services, according to an embodiment of the invention.

[0023] **FIG. 2** is a cyclic flow-graph illustrating a network-based service model offering career and placement services, according to an embodiment of the invention.

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Application No:

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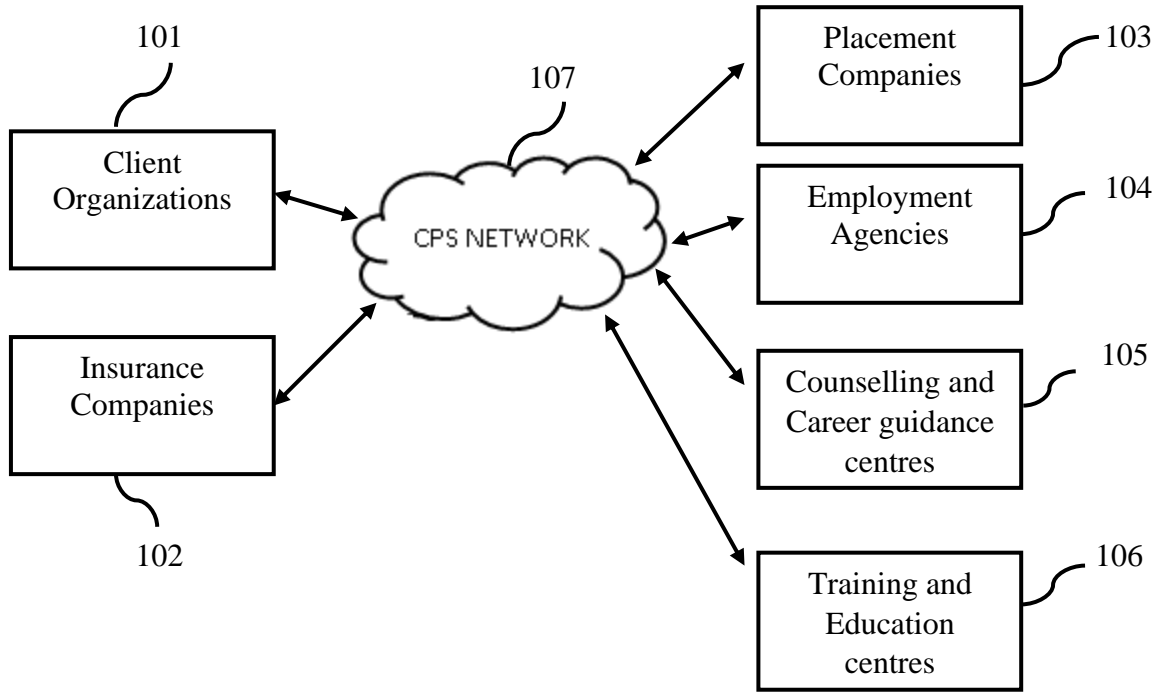


FIG. 1

Date:
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Counsel for the Applicant

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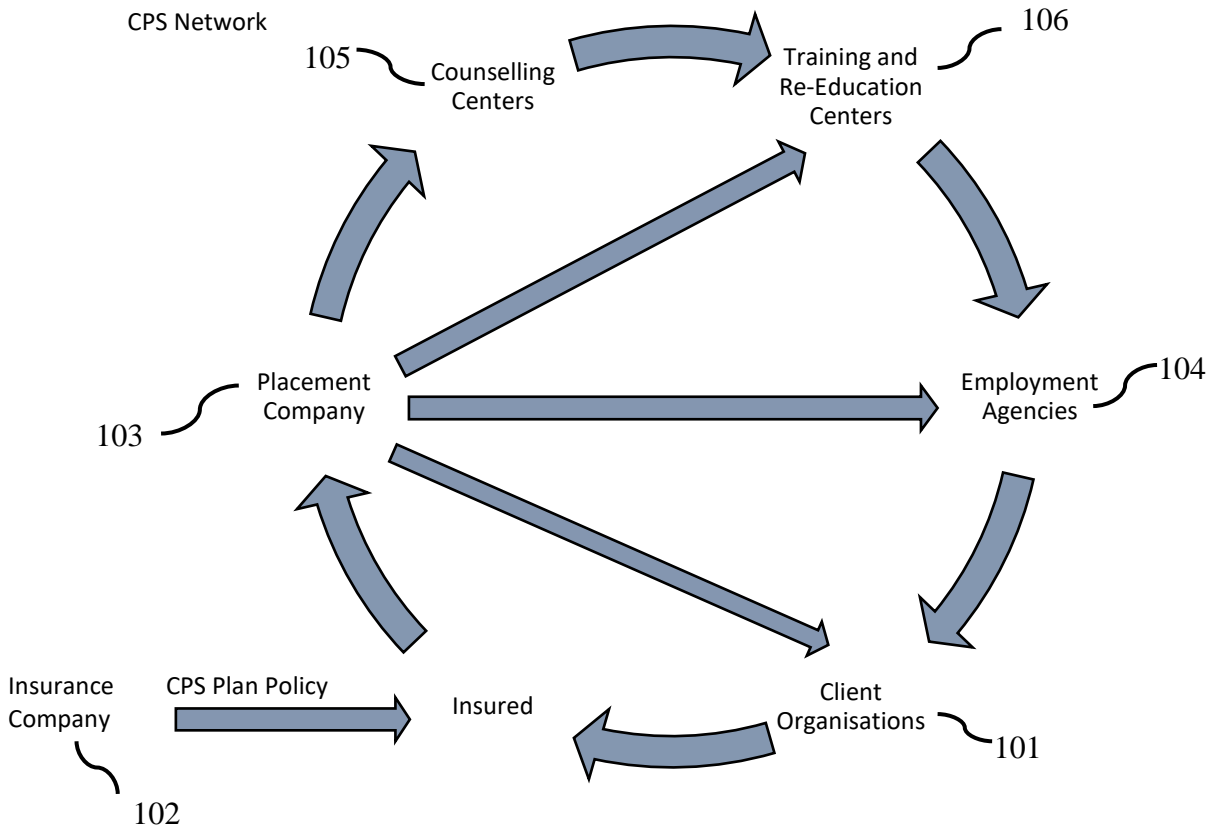


FIG. 2

Date:
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Counsel for the Applicant

DETAILED DESCRIPTION

[0027] In the following detailed description, a reference is made to the accompanying drawings that form a part hereof, and in which the specific embodiments that may be practiced is shown by way of illustration. These embodiments are described in sufficient detail to enable those skilled in the art to practice the embodiments and it is to be understood that the logical, mechanical and other changes may be made without departing from the scope of the embodiments. The following detailed description is therefore not to be taken in a limiting sense.

[0028] The various embodiments of the present invention provide a method that provides private unemployment insurance to unemployed people which covers a wide range of possible events that could lead to unemployment. The method also provides an unemployment insurance with several add-on benefits which covers expenses for career counselling, training, and placement services. The method offers benefit in the line of career services and placement to enable efficient career recovery of working professionals in between job situations, in a relatively short duration. The insured pays premiums and get coverage for expenses incurred to obtain career guidance, training, and placement services (CPS). The benefits are availed in the event of voluntary or involuntary job loss.

[0029] According to an embodiment of the present invention, Career and Placement Services (CPS) are provided as an Add-on or extension to a core product such as Private Unemployment Insurance. This format is termed “CPS Add-on with PUI Job Loss cover”.

[0030] For example, suppose a person A is working on salary of \$4000/month. The person has signed up for private unemployment insurance and pays a premium of \$100 for it, which provides job loss coverage. Then s/he signs up for CPS as an Add-on benefit and pays a nominal premium for it (about \$35 / month). After six months of enrolment, the person is entitled to seek reimbursement for some basic services such as career counselling from a placement firm. The counselling enables him to decide on career choices such as, what type of training or continuous education program to take for a career path, and where to get trained. The training and placement services get activated as per the plan, when the insured is out of the job.

[0031] A variant of the above format is termed “CPS Add on with zero PUI Job Loss cover”. In this scenario the insured opts for zero “Job Loss coverage” under PUI, wherein the insured pays a premium only for CPS and thereby receives only the add-on benefits of CPS. For example, the person A does not want Unemployment Insurance but only CPS coverage. Hence the person gets a policy under the PUI Plan that offers zero job loss coverage and pays the premium of \$35 or \$50 only for CPS benefits. When the person is at loss of job, accordingly the person does not receive UI payments and receives coverage only for career guidance, subsidized training and placement assistance.

[0032] According to an alternate embodiment of the present invention, the method provides CPS benefits on a standalone basis this format termed “Standalone CPS”. For example, when the Person ‘A’ wants only Career and Placement Services coverage, he gets a policy that is not linked to any other plan but offers a standalone

CPS plan, wherein the person pays a premium of \$35 or \$50 for Career and Placement (CPS).

[0033] According to an embodiment of the present invention, the PUI Job Loss cover with CPS Add-on is also applicable in case of a voluntary job loss. For example, suppose a Person 'A' has a stable job position but wants to plan ahead for a career transition. The person signs up for a Private UI policy that offers CPS with a nominal job loss cover. This entitles the person to avail of career guidance while on the job. A couple of years later, when he resigns from the previous job (i.e. voluntary job loss) the insured cannot claim UI payments. But does avail of specialized training and placement services under CPS add-on benefits.

[0034] According to an embodiment of the present invention, the method offers CPS based on two service models- Basic and Network based service model. The Basic model provides the full range of benefits to the insured- Career Services, Training and Placement but there is no network. In basic service model, the insurance provider and the insured are the main members. The insured directly approaches organizations and resources of choice for training and placement services, and the person is reimbursed for expenses when there is a charge.

[0035] In the Basic model, for a premium of \$35/month Person A. can get subsidized training at the centre of his choice. And Placement services- s/he finds a placement company that assists in job location. Expenses if any, are reimbursed. Or as in the proposed Network model, a Placement company within the "Career Service Providers Network" enrolls him/her in a placement program that systematically assists in locating a job for him/her.

[0036] Though a 100% placement guarantee does not have to be provided, it can help to “prime” and re-position the candidate in the job market- the assumption is that with focused guidance and training, talented and motivated candidates can often take it from there and emerge successful.

[0037] **FIG. 1** illustrates a block diagram for a network-based service model offering career and placement services, according to an embodiment of the invention and **FIG. 2** is a cyclic flow-graph illustrating a network-based service model offering career and placement services, according to an embodiment of the invention. The Network service model provides Career, Training and Placement Services through an extended network 107 of service providers that partner with an insurance company. The network-based service is offered through an integrated network 107 for training and placement. With respect to **FIG. 1**, the network model comprises plurality of client organizations 101, insurance companies 102, plurality of placement companies 103, plurality of employment agencies 104, plurality of counseling and career guidance centers 105, and plurality of training and education centers 106. The placement companies are consultancies and firms that specialize in placement services and employ headhunters and recruiters. The integrated network of services ensures that people are quickly put back into the labour force, and resume paying their insurance premiums, minimizing cost to the insurance company and maximizing its profitability.

[0038] According to an embodiment of the present invention, the method provides specialized career and placement services that enable the insured to be re-employed in shorter duration and thus reduce the UI payments. The method provides subsidized training services designed to support the re-skilling and continuous education of work force.

[0039] The method further provides placement services designed to support the optimized re-distribution of work force in the face of changes in macro-environmental factors- e.g. market fluctuations, recessions. The method is designed to work across multiple segments of the work force. The method also offers candidate-focused placement services for career growth.

[0040] According to an embodiment of the present invention, the premium rates for PUI and CPS add-ons depend on several factors to be weighted as part of premium determination. the factors include (but are not limited to) cost of services being sought; extent of coverage (location); occupational category, industry type, candidate designation and job level; candidate's professional record, job history and experience with regard to career services and placement requirements; other parameters specific to the candidate (age, gender) and candidate's work situation.

[0041] The coverage for career counselling & guidance is included in the basic coverage whereas training and placement have higher valuation in the services chain.

[0042] According to an embodiment of the present invention, the method provides a CPS add-on benefit for other Plans as well. The CPS add-on or extension is appropriate in connection with a disability insurance policy. Some disability policies include a provision for covering the cost of retraining an injured person so they can resume working. The insurer has the incentive to do this as it may reduce the ultimate payout of the Disability benefits.

[0043] According to an embodiment of the present invention, the method offers CPS with the Service Providers Network model as a Group scheme.

[0044] Certain aspects of the “Career services” package are analogous to private Health Insurance models. The insured need may exceed the facilities provided by the package, in which case there will be deductible amounts and out-of-pocket expenses to be dealt with.

[0045] According to an embodiment of the present invention, the method provides CPS for different workforce requirements, wherein PUI with CPS add-on is offered to segments of the workforce that would like to avail of training and placement services.

[0046] According to an embodiment of the present invention, the method provides CPS as a savings plan for education, re-training, and placement. The CPS standalone plan provides a savings component, under certain conditions. When the insured has paid premiums for a given term without making any claims, he is entitled to a sum assured that is equity linked.

[0047] According to an embodiment of the present invention, there is a minimum Number of months that premium should be paid before the first claim can be made. If the insured has not made any claims for a given term e.g. one year, then the insurer is entitled to a premium discount on policy renewal.

ABSTRACT

[0048] The various embodiments of the present invention provide a method for Career and Placement Services (CPS) coverage to be offered as an add-on to Private Unemployment Insurance (PUI) or as a standalone fund or insurance product. This covers a wide range of possible events that could lead to unemployment. The method covers expenses for career counselling, training and placement services. The method offers benefit in the line of career services and placement to enable efficient career recovery of working professionals in between job situations, in a relatively short duration. The insured pays premiums and get coverage for expenses incurred to obtain career guidance, training and placement services (CPS). The benefits are availed in the event of voluntary or involuntary job loss.