



Works: A Front-Door AI Service for Employment and Skills

Building on proven carer support experience, with huge potential to scale.



Works is a new digital initiative from Bridgit Care, designed to bring the same innovation and impact we've delivered for carers into the world of **employment and skills support**. It provides people with a **front-door AI coach** to guide them into work, training, or further support — quickly, consistently, and at scale.

Unlike traditional commissioned programmes such as **Connect to Work**, Works is not about a fixed intervention. Instead, it creates an **always-available digital entry point**, engaging individuals early, answering questions, and guiding them towards opportunities or providers.

Our Aims

- Create a **24/7 digital “front door”** for employment and skills services.
- Reach people who might not engage with traditional programmes.
- Provide **AI-driven triage and coaching** that adapts to individual needs.
- Reduce pressure on front-line teams while ensuring no one is left behind.
- Offer a **scalable, consistent model** that can be deployed regionally or nationally.

Why Voice matters – It's different to commissioned employment programmes, it has massive scale potential and it builds on proven success by us supporting 130,000 carers via our platform.

“ Works is a new model – not another programme, but a front-door AI service that can reach everyone, anytime, and guide them to the right support. ”

Works is ready to redefine how people access employment and skills support. Learn more at bridgit.care/works

How It Works

AI Employment Coach – answers questions on CVs, applications, interviews, and career pathways.

Personalised Plans – step-by-step support tailored to user needs and aspirations.

Local Signposting – directs people to training providers, council services, or national programmes.

Accessible Channels – available via web and WhatsApp.



LOOKING AHEAD

We are exploring with local authorities, combined authorities, and DWP partners how **Works** can be commissioned as a front-door digital service.

Works could provide consistent, inclusive, and scalable access to employment support.

bridgit