

About NTUC AI Career Coach

NTUC's e2i has integrated the AICC across its website and service touchpoints, expanding access to personalised, data-driven career support for all workers. Beyond the digital platform, e2i's 27 touchpoints across Singapore remain readily accessible for jobseekers who prefer in-person guidance. These centres provide personalised job-matching support from e2i's career coaches, and complement the job matching and Jobs & Skills activities that e2i organises islandwide.

Example of Use Cases:

Worker segment	Scenario	Example
Fresh Graduates	Exploring career options and building confidence	<ul style="list-style-type: none"> - Uses profiling tool and Career Explorer to discover suitable career options. - Chat with AI coach to seek career tips and job search strategies.
Career Upgraders	Career development and career progression	<ul style="list-style-type: none"> - Identify skills in demand with AI coach and career pathways with Career Explorer. - Receive courses suggestions based on aspired roles, career interests and skills in demand.
Underemployed Talent	Is skilled but is stuck in a mismatched role	<ul style="list-style-type: none"> - Search jobs with hiring vacancies for more opportunities. - Refine resume with Resume Builder - Practices with AI Interviewer to prepare for success
Mid-Careerist	Wants to switch industries and explore new role	<ul style="list-style-type: none"> - Use job recommendations to get insights of matching suitability and areas to develop. - Receive insights with Career Explorer based on aspired roles, career interests, and skills in demand
