



Different Languages Power Getronics' Training Software

Getronics

>> Number of Employees: 25,000

>> Headquarters Location: Amsterdam, The Netherlands

In order to provide all its employees with the same quality of training world wide, Getronics developed the Getronics Virtual University (GVU) that offers more than 5,000 courses in 20 different languages.

Then, to create a "linguistic standard operating environment" of UK English globally, Getronics had an immediate need for e-learning language software that was capable of supporting all

employees. Besides UK English, Getronics also sought to offer American English, Spanish, French, German, Italian and Dutch.

SOLUTION

After rigorous research, Getronics decided to implement "Tell Me More" e-learning software, powered by Auralog. It can be implemented in virtually any existing system environment and makes the same high-quality

language training available to all employees, regardless of location.

In order to successfully launch, the installation of the entire "Tell Me More" library had to be completed flawlessly in six weeks, including all software testing, troubleshooting and load testing. And it was.

Once installed, Getronics employees were immediately able to realize the benefits of "Tell Me More." Today, 2,000

employees signed up for the language courses, totaling 9,172 hours of learn time. Depending on where the employees were located, their preference in target language varied. By implementing "Tell Me More" e-learning, Getronics was able to increase its resource offerings to its employees, while cutting language learning cost significantly. Since "Tell Me More" eliminated the need for instructor-led language school programs, Getronics reduced training cost by 96 percent per learner. Getronics says it is plan-

The Challenge:

Develop e-learning language software capable of supporting all employees in 20 different languages.

The Solution:

Implemented "Tell Me More" e-learning software, powered by Auralog, which can be implemented in virtually any existing system environment and makes the same high-quality language training available, regardless of location.

The Result:

Approximately 2,000 employees signed up for the language courses, totaling 9,172 hours of learn time, and Getronics reduced its learning cost by more than 70 percent.

hours of learning.


Previous studies have also shown that Getronics can anticipate those learners who scored lower on the initial test

to improve proficiency faster per 40 hours of learning, at an average rate of ~1.16 on a scale of 1 to 10 for those learners scoring less than a 5

on the same 1-to-10 scale.

ROI

The flexibility of this particular e-learning solution appears to be a significant advantage over the traditional learning solutions. Productivity is not affected, as learners can simply log in remotely, and the entire process can easily be integrated into busy schedules.

Furthermore, Getronics was able to reduce its learning cost by more than 70 percent. 

These tests serve as an invaluable tool for measuring how far a learner has come since the start of the project.

ning on continuing the language program to build on its success.

RESULTS

To measure results, Getronics uses Auralog's performance measuring tests, which are designed around six progress levels. First administered at the initial deployment of the program in order to assign students into the appropriate levels based on proficiency, these tests serve as an invaluable tool for measuring how far a learner has come since the start of the project. Based on previous studies using the same design and program deployment, Getronics can expect significant progress in more than 85 percent of the learners, with an average increase of ~1 on a scale of 1 to 10 per 40

