

Customer Success Story:

Morrisons Supermarket



Business | Workforce Skill Development



English language training boosts colleague confidence

Challenge

Morrisons is Britain's fourth largest supermarket group, with over 500 stores nationwide supported by the company's own manufacturing production facilities, which is the second largest in the UK. The company wanted an English language training programme for Manufacturing and Logistics colleagues, many from Eastern Europe, who had only the most basic English language skills. Morrisons' goal was to increase colleague engagement and strengthen business compliance in the areas of health and safety. By building colleague confidence through language training, Morrisons hoped to create a gateway to increased opportunities for colleagues within the company.

Implementation

Morrisons Academy, the company's training and development centre, selected Rosetta Stone® Foundations for Business for the English language programme. While Morrisons did not have a mature e-Learning culture within its Manufacturing and Logistics division, it recognised that a self-paced interactive approach would help colleagues start from a beginner level without complex instructions or technical requirements. Rosetta Stone Foundations provided colleagues with easy-to-use features, including:

- Language Lessons for core instruction
- Games and Activities to reinforce language skills
- Live Tutoring online with native speakers
- Mobile apps for additional convenient access

Benefits

After using Rosetta Stone Foundations for 180 days, colleagues improved both literacy and IT skills, began applying for new positions, and those starting from absolute beginner levels showed the following gains:

- 20% progressed to a high intermediate level
- 40% progressed to a low intermediate level
- 40% progressed to an advanced beginner level



MORRISONS

"What's really great to see is that these colleagues are stepping up and are now considered for new roles when previously, they've been hidden away on the shop floor."

Richard Ward,
Site Training Officer,
Morrisons

Accessible language training

Morrisons colleagues in the training programme could access Rosetta Stone® Foundations from work and at home. Learners were selected from volunteers wanting to learn English on the basis of the jobs they held and their current level of English ability. Successful applicants committed to spend at least one hour of company-paid time per week in the program, as well as an additional hour of personal time. Colleagues used computers with web access in an on-site training room for their company-paid hour. Personal language learning time could be spent either in the same computer room when off the job or at home, at the colleague's discretion. The level of guidance in the programme, Live Tutoring, and interactive Games and Activities contributed to the overall accessibility of English language training.

Measurable learner success

A Morrisons machine operator who speaks Lithuanian and Polish made a strong commitment to use Rosetta Stone Foundations to learn English. Birute identified three examples of how her lack of English skills created barriers in everyday life: independent travel was more difficult, basic conversation with doctors was challenging, and the ability to communicate with work colleagues was extremely limited—which reduced her job prospects within the company.

Devoting 25 hours of learning time per week on average, Birute progressed through all five levels of Rosetta Stone Foundations. Noting that she found the setup and structure "very simple", this learner credited the interactivity in the programme for helping her to learn words and phrases in context, because she could see images and practice speaking at the same time. After successfully progressing in the programme provided by Morrisons, Birute put her English to work by speaking with her colleagues, engaging with her supervisors, and positioning herself to apply for other jobs within the company.

Beneficial company results

Morrisons discovered that certain assumptions about IT and literacy skills deserved review. Even though Rosetta Stone Foundations is a self-driven language programme, additional computer skills were also developed at the same time learners improved their English language skills. Since the start of the programme implementation, there has been a rise in the number of colleagues building English-speaking confidence and those applying for new positions at Morrisons. Business compliance has improved as reflected in the enhanced communication that now takes place in the areas of health and safety.

"One of our key values is 'getting the best out of our people' and this programme certainly fits in."

Richard Ward,
Site Training Officer, Morrisons



About Morrisons

From selling eggs and butter on a Bradford market stall over 100 years ago the business has grown into Britain's fourth largest supermarket group, serving over 11 million customers a week.

Morrisons is now a household name and it's the same name above the door that William Morrison started in 1899 with the founding principles of great service, quality foods, and value for everyone.

 www.morrisons.com

About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organisations.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organisations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.

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