

Customer Success Story:

TripAdvisor.com

Corporate | Workforce Skill Development



Business

Driving value through language learning

Challenge

TripAdvisor needed a language-learning solution that could add value to the business as well as personal value to employees. Given the company's international footprint, TripAdvisor sought to implement a global solution that offered consistency of curriculum and learner experience. With new offices opening around the world, TripAdvisor saw the importance of having employees speak the language of the country they were in, both to boost internal employee communication and to increase effectiveness between office locations. In lieu of classroom instruction, the company needed a just-in-time, online solution to accommodate the busy schedules of participants and expand study outside of work hours—available anywhere, anytime, and on almost any device.

Implementation

TripAdvisor implemented the Rosetta Stone® Foundations for Business solution (formerly TOTALE® PRO) allowing employees to study a language of choice. To help ensure a successful larger scale implementation, the company launched with a pilot program that provided:

- Flexibility to learn language anytime, anywhere via computer or mobile device through asynchronous versus classroom offering
- Focus on a minimum of one hour per week of study
- Ability to reassign licenses to drive effective usage
- Robust list of languages to select from to build both business and personal value
- Consistency of language curriculum across globe

Benefits

Since implementation, the company has experienced the following benefits from implementing the Rosetta Stone® solution:

- Increase in intercompany and client communication as well as fulfilled job requirements
- 92% of learners reported increased language proficiency in just 60 days
- Over 95% learner satisfaction with the speed of language acquisition
- Over 96% overall learner satisfaction
- Significant savings over classroom offerings with increase in participation rate



"LOVE IT! Rosetta Stone allows me to pick up a new language on my own and at my own learning pace after work hours. I like how easy it is to follow the course."

TripAdvisor Employee,
Singapore

Providing Just-in-time Learning

Employees were surveyed regarding learning programs, revealing that language learning was the most forecasted need and ranked highest in terms of a morale booster. Initially, the company offered classroom instruction but found that due to challenging work schedules, attendance was low and very few employees completed courses. For example, the company found that a class enrollment of 20 only had four participating learners, which significantly increased the cost of delivery. TripAdvisor sought an asynchronous solution that would allow employees to learn the language of their choice during times which best suited their individual schedules. In addition to flexible study, the Rosetta Stone® solution provided the global company a means to offer learning to international locations. Through computer-based learning as well as access through mobile devices, employees were able to learn with the program anywhere, anytime to build skills that drove both business and personal value. By offering the course online the company saw increased demand for the course, with licenses exceeding availability by 40% when piloting the program.

Speed Wins

Responding quickly to market demands is critical to TripAdvisor's success as a business. As a result, the training programs they implement for their employees need to comply with their "Speed Wins" mentality. To ensure their goals would be achieved with the Rosetta Stone® solution, TripAdvisor implemented a two-month pilot program at the beginning of 2014. Speed of language acquisition was an important factor the company measured during this pilot phase. Usage was monitored weekly to track learner progress. In addition, participants were surveyed regarding proficiency levels and overall program satisfaction. In measuring the business impact of the program, over 92% of participants surveyed stated that the language learned in the Rosetta Stone solution helped them fulfill job requirements they were previously unable to complete. This was especially important to the overall program goal of improving internal communication across company locations. Language learners ranked the program very highly for developing speaking skills. They also rated it highly for helping them better understand native speakers of the language being learned. Participants ranked their proficiency levels before and after the use of the program. In the post-program assessment, 92.3% of learners cited a noticeable increase in proficiency over just two months of study in the program. When asked whether they were satisfied with how quickly they were able to learn, over 95% of TripAdvisor employees using the Rosetta Stone solution said yes. Overall, 96% of learners were satisfied with their Rosetta Stone language-learning experience.

Implementing for Success

Due to the success of the pilot program, adoption increased significantly and the program was implemented and offered to TripAdvisor employees on a larger scale, domestically and internationally. TripAdvisor allows employees to select the language of their choice when studying with the Rosetta Stone solution. The company then provides employees with headsets and establishes a minimum of one hour per week of study as the expectation to keep the assigned license. Weekly reports are generated to review participant progress. Employees who have exceeded the minimum expectations are recognized and congratulated on their efforts. For participants who aren't meeting the minimum requirement, an e-mail is sent as a reminder. If the employee is unable to utilize the license as prescribed, the company can reassign the license to an employee on the waiting list, thus allowing TripAdvisor to maximize license utilization and return on investment.

"After just two months of study with Rosetta Stone, learners saw a noticeable increase in their language proficiency, providing both business and personal value."

Krysta Orzel, Global Learning Specialist
TripAdvisor.com



About TripAdvisor

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching nearly 260 million unique monthly visitors, and more than 150 million reviews and opinions covering more than four million accommodations, restaurants, and attractions. The sites operate in 41 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

 www.tripadvisor.com

About Rosetta Stone

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

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



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