

**Case Study****TDK Electronics Europe****Corporate****Foreign-Language Workforce Development**

TDK Electronics Europe Relies on Rosetta Stone to Meet Vital Language-Training Needs

Challenges

TDK Electronics Europe believes in 'Connection, Communication, and Completion' as a recipe for success. They achieve this by unlocking the potential of employees with the company's online learning platform called TDK University.

Louise Paterson is TDK Senior Manager for Human Resources in Europe. Her task was to find a language partner to broaden the skills of employees that would fit well with the company's ethos and integrate easily with its learning platform. Louise's goal was to find a provider that would help TDK connect and communicate with people across the globe. Key factors in the decision process were the ability to monitor usage in order to guarantee optimum value for money, and the need to measure return on investment.

TDK needed a scalable solution that provided access to a variety of languages. Louise said: "We needed to be able to offer a broad range of languages and the course content had to provide for learners who wanted to start speaking their new language straight away."

Five glowing recommendations from trusted contacts lead Louise to call Rosetta Stone.

Solution

After a successful initial trial of Rosetta Stone, TDK decided to purchase more licenses—which continue to be in high demand through TDK University. Louise said: "We are now looking to push the program



At a Glance:

- TDK founded in 1935
- 80,000 employees globally
- Believes in 'Connection, Communication, Completion'
- <http://www.global.tdk.com>

About

TDK Electronics Europe is part of TDK Corporation, a company established in 1935 in Japan that manufactures electronic material, components, and recording and data-storage media. This global company has a strong presence in Europe, Asia, and the Americas, frequently requiring employees to work and communicate internationally. As the company grows, the need for language learning becomes increasingly apparent.

"Rosetta Stone is not just supporting our language-learning needs globally; it has become a working partnership."

— Louise Paterson,
TDK Senior Manager for
Human Resources in Europe

out globally, step by step, to TDK Corporation—we have 80,000 employees globally."

"The system is scalable and it's quite simple economics. We need language learning across the world, this is a very effective way to meet that need and the more licenses we buy, the better return on investment we will see."

To assist Rosetta Stone learners at TDK, guidelines were established for using the language-training solution that encouraged learners to keep learning either at work, by scheduling time for language learning during the work day, or in their spare time. Progress in Rosetta Stone is factored in to TDK's performance evaluations, which have a direct impact on employee recognition and bonuses.

The Rosetta Stone® learning method has spread throughout the company. Andreas Keller, Senior Vice President Europe, HR & SCM, Global HR Project Leader, TDK Corporation, said: "TDK is a worldwide company, and our vision is to establish language training globally, throughout the TDK Group. Having

used Rosetta Stone, I very much liked the learning tool, finding it flexible, enjoyable, and I could do my language training anywhere and anytime."

"As we are a global company, covering many countries, regions, and cultures, we believe that Rosetta Stone is the ideal tool to establish communication, understanding, and good team 'spirit'. We have a motto, 'Connect, Communicate, Complete', and with the support of Rosetta Stone as our language-training partner, we will be able to achieve this globally."

Results

"Rosetta Stone is not just supporting our language-learning needs globally; it has become a working partnership," said Louise. "The response to the Rosetta Stone program itself is excellent. Learners say it is fun to use, it's different, and it's addictive."

Employees preparing for both short-term and long-term moves abroad have used Rosetta Stone, supporting the success of expat projects at TDK.

Louise said: "We had a French family who went to live in Stockholm and the children loved Rosetta Stone. It really helped them to settle in at school. If the person who is being moved for work is worried about their family, or the family is unhappy because they cannot socialize, they are not going to be as fulfilled in their job as they could be."

About Rosetta Stone

Rosetta Stone is the global leader in language-learning software. We have over 20 years of experience in developing award-winning innovations that improve the lives of people and operations of organizations every day.

Our proprietary and proven immersion method leverages interactive technologies to replicate the environment in which people learn their first languages and activates learners' natural aptitudes for learning a new language regardless of their language backgrounds.

We offer our clients scalable solutions for a variety of needs, from single classrooms to entire organizations and individual learners. Our solutions are implemented in over 20,000 schools, in more than 17,000 private and public sector organizations, and are used by millions of learners in over 150 countries throughout the world.

