

Case Study

EXECUTIVE SUMMARY

Thomson Reuters

Thomson Reuters

www.thomsonreuters.com

At a glance:

- A leading source of intelligence information for businesses and professionals.
- 50,000 employees across 100 countries.
- International organization with supplier, customer and partner relationships around the globe.

About Thomson Reuters

Thomson Reuters is a leading source of intelligence information for businesses and professionals, employing 50,000 employees across 100 countries.

They deliver critical information to leading decision makers in the financial, legal, tax and accounting, science, healthcare and media markets. Andrew MacGovern, Vice President of Strategic Talent for Thomson Reuters, emphasized the importance of globalization to the company:

“As emerging economies develop, their markets professionalize at a faster pace and create growth opportunities for us. Our global footprint, diverse staff and recognizable brand enable us to capitalize on these opportunities, as well as the expanding needs of our global customers.”

Established Objectives

Following Thomson’s acquisition of Reuters in April 2008 to form Thomson Reuters, the need for scalable training solutions to support company-wide staff development became a priority. With offices in locations as diverse as Argentina to Zimbabwe, Thomson Reuters identified a strong need to incorporate a global language-learning solution to offer employees support across all locations and functions. Although language-learning solutions had previously been offered, various methods were being used in numerous geographic locations and business functions. The company decided to integrate a more comprehensive tool across the global organization to cater to the business need for language skills.

Learning Technology Innovation Manager for Thomson Reuters, Monica Swanson, said: “We previously relied on face-to-face language tutorial sessions, which proved restrictive for employees due to geographical or time constraints. Rosetta Stone helped us to overcome these logistical barriers and add much needed flexibility to the training we provide. This is a huge win for us.”

Additional problems with the existing solutions — the lack of a global supplier meant missing out on global economies of scale, and the primarily classroom-based methodology — made the solutions difficult to scale up, and logistically cumbersome.

Solution

After thorough research on available options, Thomson Reuters chose to adopt Rosetta Stone, an interactive language-learning solution, on a global level, following their experiences working with the company on a smaller scale, in select segments of the organization. Once the solution was implemented, Thomson Reuters was able to offer 29 languages to over 50,000 learners around the world, with no restriction on which language employees can study. The Rosetta Stone® Manager tool allows administrators to track learner progress, edit the available course content to focus more closely on specific business needs, and perform comparative analyses on individual and department progress. This gives businesses the unique ability to ensure consistent quality on a global level.



CASE STUDY DETAILS

Implementation

As a global organization, language skills are vital for business communication, relating to colleagues and acquiring cultural expertise. Following the merger of Thomson and Reuters, there was a sense of urgency to have one centralized language-learning system in place where all employees could access reliable and convenient training. The challenge was to eliminate the existing solutions (face-to-face instruction and online classes) and to reduce the overall expense for language acquisition. Hence a uniform and integrated solution, Rosetta Stone, was introduced to monitor the use, interest and success of language training. When it was first announced that Rosetta Stone would be offered to all employees via the corporate Intranet Web portal, The Link, thousands of employees immediately took advantage of the 29 languages being offered. In fact, since the initial announcement in February 2009 there have been more than 12,000 registrations to learn a language with Rosetta Stone and an average of 2,036 accesses per month.

Results

Following initial success of the global solution, Rosetta Stone is now offered to all staff who request language-learning support. In some cases, it is used to assess staff commitment to developing language skills, with user progress being taken into account when considering access to more expensive further face-to-face language tuition. All available languages have been accessed by Thomson Reuters' employees, and the availability of granular metrics has proved highly useful for administrators and managers.

Furthermore, after the Rosetta Stone® solution was introduced to Thomson Reuters worldwide in November 2008, a survey was conducted in summer 2009 to evaluate the program with a total of 2,409 employee responses. According to the survey, 89 percent of employees registered for Rosetta Stone due to personal reasons, including: traveling to different countries, improving pre-existing language skills and personal enjoyment.

On average, 54 percent of all employees felt language learning would help with the advancement of their careers, 82 percent felt language learning was a valuable development opportunity and 78 percent enjoyed learning a language.

Since implementation, employees have stated that they use the solution to expand their perspective and enhance creativity. One employee said, "I love this program and am so excited that Thomson is forward thinking enough to offer its employees a cutting edge in the global market." Another expressed "Even though a foreign language has no impact on my job at the moment, I believe that with the movement to globalization it will be very relevant in the near future."

Clearly the registration numbers speak for themselves, with a strong demand both professionally and personally for foreign language skills. Rosetta Stone equips employees with the speaking, listening, reading and writing skills needed to communicate and connect with clients and customers worldwide.



"The deciding factors in the decision to implement Rosetta Stone on a global level were the program's unique scalability, accessibility and measurability. The ability to integrate the program into our global network, coupled with the 'no translation' learning methodology, mean not only can our staff access it from any of our global offices, but also make language-learning accessible to learners of all ability levels."

Andrew MacGovern

Vice President of Strategic Talent
for Thomson Reuters

"We are delighted with the take-up on the program and we have received fantastic qualitative feedback from employees."

Monica Swanson

Learning Technology Innovation Manager
for Thomson Reuters

To speak to a language-learning consultant about the right solution for your organization, please contact us:

(800) 811-2755

RosettaStone.com/organizations

