

Crown Imports LLC

<http://www.crownimportslc.com>



At a Glance:

“We believe Rosetta Stone Enterprise benefits our employees and to benefit them is to benefit our business.”

— Julie Graham, Training Manager at Crown Imports

- Approximately 350 employees
- Portfolio includes six of the top 20 imported beers in the U.S., including Corona Extra, Corona Light, Modelo Especial, Negra Modelo, Pacifico, St. Pauli Girl, and the Tsingtao beer brands.
- Imports, distributes, and markets the Modelo beer portfolio and other premium beer brands across the U.S.
- Needed a scalable platform that allowed employees to build conversational fluency while enhancing relationships with diverse retail markets and business partners.

Situation

Crown Imports partners with Grupo Modelo, S.A. de C.V., Mexico's leading company in the brewing, distribution, and sale of beer, and Constellation Brands, Inc., a leading international beverage alcohol producer to import, distribute, and market their brands throughout the U.S. Cultural awareness and increased communication are crucial to the success of Crown's business relationships with its international partners. As the sole U.S. importer for popular Mexican beers such as Corona Extra, it was advantageous for Crown Imports to provide employees with a comprehensive language-learning solution to learn Spanish.

Although a majority of Crown's partners are fluent in English, Crown decided to demonstrate its commitment to cultural integration by equipping its employees with language-learning tools that would enable them to converse with Hispanic executives, employees, wholesalers, retailers, media partners, and even consumers. In an industry where relationship building plays a crucial role in business success, Crown is proud to open the door for its associates to interact on a whole new level.

Results

With employees based throughout the United States, a flexible, scalable, web-based language-learning solution was a priority for Crown Imports. Rosetta Stone® Enterprise was the ideal solution as it allowed employees to learn at their own pace, without a schedule or instructor. The interactive platform fully integrates with Crown Imports' Learning Management System (LMS), enabling the organization to incorporate employees' language learning with the existing learning infrastructure. Employees now have the opportunity to communicate in Spanish with their Hispanic counterparts, as well as gain a better understanding of their Hispanic customers' wants and needs in the U.S.

With a strategy in place to emphasize the Hispanic heritage of Crown Imports brands, becoming conversationally fluent in Spanish supports employees to fully embrace these products and to build rapport with Hispanic consumers. Additionally, enabling Crown employees to converse in Spanish while on business trips to Mexico and working in Hispanic markets provides additional means to enhance their professional and personal interactions.

“Implementing Rosetta Stone Enterprise into Crown Imports has been extremely well received by our associates,” said Julie Graham, Training Manager at Crown Imports. “The scalability and cost effectiveness of Rosetta Stone has allowed us to provide language learning to all of our employees and address many of their individual learning needs.”

Graham continued, “We have seen a considerable level of participation among employees. They continue to see the business value of learning Spanish with Rosetta Stone as they are consistently reminded of this by the relationships that have been strengthened as a result.”

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Julie Graham
Training Manager at Crown Imports

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

(800) 811-2755
RosettaStone.com/organizations