

Customer Success Story:

Amgen



Business | Workforce Skill Development

Rosetta Stone  Business

Amgen Demonstrates Best Practices on How to Engage Learners

Amgen, one of the world's leading biotechnology companies, introduced the Rosetta Stone® language learning solution to its Global Regulatory Affairs and Safety (GRAAS) division to help team members working internationally. After carefully stewarding the program internally, GRAAS was able to double the total number of allocable licenses and quadruple the usage rates in four years.



Challenge

Vanessa Nortey, business performance manager at Amgen and administrator of the licenses, noticed many employees struggling to find the time to complete language training. "I recognize all the competing priorities and how that presents a challenge to learner engagement," Nortey said. "While I recognize that our learners' top priority is their work for Amgen, my goal is for our learners to allot 30 minutes to work on their target language so that they can achieve even greater results. Depending on their goals, this can range from 30 minutes per day, to 30 minutes per week. I feel passionate about the opportunity for my fellow team members to learn a new language, and that is the reason why I take my role as an administrator very seriously. I truly believe it's a huge benefit for the learner as well as for a global corporation like Amgen."

After evaluating usage further, GRAAS identified ways to help ensure retention rates and success for employees using the Rosetta Stone program.

Implementation

I. Increase Program Awareness

GRAAS created a Rosetta Stone intranet portal for all GRAAS employees to learn about the program offerings. To build the buzz among employees, prizes and contests are offered to users when they hit certain milestones, and giveaways are incorporated into employee offsite meetings. To amplify the message even further, a link to the portal is touted twice a year in the department newsletter.

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Vanessa Nortey,
Business Performance
Manager, Amgen

Implementation (cont.)

II. Create a Sense of Community

Once a learner signs up, they receive a welcome email and short orientation to help set them up for success. Amgen ensures that when a team member becomes a Rosetta Stone® program user, they become part of the language learning community. A quarterly newsletter highlighting learner milestones, Rosetta Stone news and updates, mobile app support, and a "Did You Know?" tips section is one way that GRAAS creates a sense of community.

One such example is a tip provided from Rosetta Stone program user Helen Sullivan: "I keep a notebook to help reinforce what I've learned and to help remember vocabulary and verbs. It's really helpful, and I often refer back to my notes as I go through the program."

In addition to recognizing new learners, encouraging anecdotes are shared and program feedback is sought through newsletter surveys.

"One of my favorite parts of the Rosetta Stone program is the stories provided for each lesson," said Anita Hammer, director of regulatory affairs. "These stories introduce new words and concepts, as well as offer a learning opportunity about the culture of the language you are learning. My hope at the end of this course is to be able to speak Spanish to my colleagues [across regions]."

To cultivate an even larger sense of community, past, current, and prospective Rosetta Stone program users gathered during the GRAAS Leadership Meeting in October 2017. This gave colleagues around the world the opportunity to meet face-to-face and exchange stories about their language learning experiences. The energy present generated continued excitement about language learning, with over a dozen prospective learners signing up.

"The mixer was great," said Tanya Bonelli, senior project manager. "I was excited to hear about this opportunity to learn another language. I shared how anxious I am to re-learn German, as I studied the language when I was younger. Besides that, I know that learning another language increases my value both professionally and personally. From previous experiences, I know that learning another language helps to stretch the mind and gives the brain a great workout. I love a challenge and am looking forward to it."

III. Continue the Momentum

GRAAS created an ambassador program where people who have completed the program provide guidance for others by sharing tips from their own language learning experiences. This program allows recent graduates to remain engaged in the language learning community by interacting with current learners in activities that expand vocabulary and reinforce learning.

Results

As Amgen has continued to expand its presence across different countries, the Rosetta Stone program has become one of the primary tools used across all divisions. According to Catherine Corbel Ecalard, partner and distributor contract management director at Amgen, who recently completed the Japanese program, "[Rosetta Stone] helps me maintain a good relationship with our Japanese business partners. Throwing a few words in an email helps open the door to effective communication and facilitates the fulfillment of business requests."



About Amgen

One of the world's leading biotechnology companies, Amgen develops, manufactures, and delivers new medicines for patients with serious illnesses. The company strives to develop innovative therapies that not only offer significant clinical benefits for patients, but also will help reduce the social and economic burden of disease. Since the company's founding in 1980, its promising therapies have improved quality of life for millions of patients worldwide.

 www.amgen.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.

 Business