Rosetta Stone | Business

Case Study | **Vi** | **Corporate** | **Foreign-Language Workforce Development**

Ensuring a Customer-Centric Culture

Challenge

Vi, formerly known as Classic Residence by Hyatt, sought a powerful training tool that would build foundational language skills for employees. Vi's mission is to enrich the lives of senior adult residents by providing a high-quality environment and enhanced service and care. The company needed a solution to enhance the communication skills among Vi's communities to break down language barriers residents experienced with employees who are nonnative speakers of English. In addition, Vi sought a solution for managers interested in learning a second language that often was the native language of their employees. Vi's goal was to find a solution aligned with its culture of excellence in training, which has been recognized by *Training* magazine (2011 and 2012 Training Top 125), *Chief Learning Officer* magazine (2011 LearningElite), and *ELearning!* magazine (2011 Learning! Top 100)

Implementation

Vi implemented the Rosetta Stone® Course® online solution through its Learning Management System, E-Campus. Learners were required to study a minimum of one hour per week to ensure that their license remained active. Although employees could work with the program during regular work hours, many employees elected to use Rosetta Stone at home and exceeded the weekly minimum requirement. Human Resource directors at Vi locations monitored program usage and managed learner accounts. Through outreach, they were able to keep learners motivated to learn a language.

Results

- 5.3% increase in resident satisfaction
- 9 out of 10 residents willing to recommend Vi to friends and family
- 78% of residents recommending Vi to their family and friends
- 10% higher than peers in employee perception of training and development opportunities

At a Glance:

Vi, formerly Classic Residence by Hyatt, was founded in 1987 as a developer, owner, and operator of older living communities. The company is dedicated to enriching the lives of older adults by providing a higher quality of environment services and care. A national leader in senior living, Vi currently operates 10 continuing care communities (CRCCs). Vi communities have earned honors for being among the nation's finest, including Platinum, Gold, and Silver Achievement Awards from the National Association of Home Builders 50+ Housing Council.

"Rosetta Stone language training enables our employees to deliver on our service philosophy and customer-centric culture."

—Judy Whitcomb, SPHR
Vi's Vice President, Human Resources and Learning and Organizational Development

Emphasizing customer service

Vi implemented the Rosetta Stone® solution to help minimize barriers that would prevent employees from delivering exceptional customer service. One barrier was employees' inability to communicate with residents in English. Vi's primary goal in using the Rosetta Stone solution was to ensure that employees were comfortable speaking English with residents. Vi also offered the Rosetta Stone solution to encourage management personnel to learn a second language, which often meant learning the language of their employees within the communities. "Vi offered our employees opportunities to learn and grow in a diverse and supportive work environment that fosters continuous learning and professional development support. Rosetta Stone language training enabled our employees to deliver on our service philosophy and customer-centric culture. Our employees have greatly embraced the opportunity to leverage Rosetta Stone to develop their language skills," said Judy Whitcomb, vice president of Human Resources and Learning and Organizational Development.

Implementing a top-down approach

The rollout strategy for the Rosetta Stone solution was designed and developed at the corporate level. Responsibility for implementing the solution, as well as for monitoring and managing learner study, was assigned to the human resources (HR) directors at each Vi community. Directors were trained on the software and on how to provide coaching to employees when needed. All employees engaged with the HR directors within their communities, providing a personal touch to the implementation, which ensured consistency. The HR directors offered learner support and ensured that the minimum of one hour per week was being met by learners. Each community was provided marketing materials by the corporate office to launch and promote the program. In addition, the program was monitored at the corporate level, including regular alignment calls to check on progress.

Experiencing results

Through a continued focus on employee training and development, Vi has realized a 5.3-percent increase in overall resident satisfaction. In addition, Vi has realized strong results on its employee-engagement survey as a result of training opportunities. Vi performed 10 percent higher than its peers in the company's most recent employee-engagement survey on how its employees perceive training and development opportunities. "Offering Rosetta Stone language-skills training for our employees is a differentiation point," said Whitcomb. Vi's focus on employee training and development led the organization to be selected as one of *Training* magazine's 2011 and 2012 Top 125 companies for training. Vi was also selected by *Chief Learning Officer* magazine as a 2011 LearningElite organization, and by *Elearning*! magazine as one of the top 100 companies for learning.

Marketing to the masses

Actively promoting its language-learning initiative to employees was important to Vi's success in launching and maintaining the program. Highlighting Rosetta Stone on the main page of Vi E-Campus stimulated interest in language learning. Monthly newsletters highlight the company's learning and development programs and often feature success stories of Rosetta Stone learners. Marketing collateral was also developed for the communities, including tent cards and flyers.

Building the talent pools

Vi actively markets its training programs, including the Rosetta Stone solution, to help build its talent pool. By listing available programs on its website, Vi created a valuable recruitment tool for qualified workers who need to improve their English skills or who are interested in learning a new language. In addition, offering the Rosetta Stone solution as a development tool for Vi employees improved the skill set of personnel and increased employee satisfaction.

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.

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