

Get Talking About Productivity

Put the power of language training into getting the job done

When a company stakes out a greater global presence, employee language skills must be up to the task. Otherwise, businesses risk missing out on market opportunities, future growth, and recruiting tomorrow's workforce.

A recent **eBook** explored the impact of limited language skills on employee and business performance. It went on to review the benefits of company-sponsored language training and suggested cost-effective solutions. Here are some highlights:

Communication matters. A **Forbes study** of 100 American companies with \$500 million in revenue summed it up best: "67 percent of participants said that miscommunication contributed to inefficiency, 46 percent said that miscommunication reduced collaboration among employees, and 42 percent said that it reduced productivity."

Retention rises. According to **recent research** on the impact of employee language training, "Those who do the work and make significant progress or achieve their target level of proficiency are rewarded with better career tracks and assignments."

Service improves. Workers with greater language proficiency can improve customer service across the board. "Reducing customer defections can boost profits by 25 percent to 85 percent," according to this **fact sheet** in *CSM: The Magazine for Customer Service Managers & Professionals*.

Learning takes off. Hitachi Data Systems has employees all over the world and needed a flexible solution allowing employees to train and practice their language skills—whenever and wherever they wanted to and on devices of their choice. **Read the story** of how language training helped the company "break down barriers and drive employee engagement."

Speaking with co-workers is more than a nice to have. Understanding the same language lets employees state their ideas clearly, work off the same page, and consider other points of view. Productivity increases and employees are more likely to:



Save time



Reduce mistakes



Stay with the company



Advance their careers



Be more inclusive

What's next

Download your copy of the eBook, *Put the Power of Language Training Into Getting the Job Done*.

Visit rosettastone.com/business to learn more about our language training solutions for business.

Schedule a consultation with one of our solutions experts to chat about your specific language training needs.



Business