

Customer Success Story:

Kimberly-Clark Corporation



Business | Workforce Skill Development



Business

Driving business value and global opportunities

Challenge

Kimberly-Clark Corporation (K-C) needed a language-learning solution to meet the business requirements of a rapidly growing, global business. The company sought a program that could effectively build language skills to increase the global mobility of employees and enhance collaboration. In addition, the company wanted to maximize the return on investment (ROI) of their language-learning program. K-C employees expressed interest in a program that offered multiple languages and live practice sessions that were available on-the-go to help them enhance their learning experiences. In addition, a robust management system that provided detailed reporting and would allow the company to consolidate regional language programs into a single solution were must-haves for K-C leaders.

Implementation

Kimberly-Clark selected the Rosetta Stone® Foundations for Business (formerly TOTALE® PRO) online solution to meet the needs of both the enterprise and the learner. The company empowered regional administrators to implement the solution based on regional needs and provided centralized support and monitoring to ensure fidelity of the program implementation. Participants built language skills in Language Lessons (formerly Rosetta Course®), practiced speaking in Live Tutoring sessions (formerly Rosetta Studio®), and joined in the social environment of online Games and Activities (formerly Rosetta World®). Learners were engaged and motivated through regional contests and promotions. Progress was monitored using Administrator Tools (formerly Rosetta Stone Manager®).

Results

K-C has experienced the following benefits since implementation of the solution:

- Increased global mobility of participants who completed the program by building critical language skills for assignments and long-term relocations
- Met diverse business requirements of regions with a single, online platform
- Improved employee capabilities for cross-border opportunities
- Realized a return on investment of over 20% due to reduction in global spend through implementing a consolidated solution



"Our language-learning program through using the Rosetta Stone solution provided tremendous value to our employees, the organization, and the bottom line. We have seen significant cost savings by implementing one enterprise-wide program that can be leveraged by our employees across the globe."

DeShaun Wise
Sr. Talent Management Consultant
Kimberly-Clark Corporation

Assessing needs

To ensure the effective implementation, Kimberly-Clark Corporation (K-C) conducted a survey to understand the current status of language-learning programs across regions of the company. Information was gathered around company spend, the diversity of language-learning needs, and the business value that language learning would provide for regions. Based on the survey, the company determined that there was a need to learn multiple languages in the company, including English, and the importance of detailed reporting to track progress. In addition, K-C assessed the needs of learners and determined that online, on-the-go access was needed. The company implemented the Rosetta Stone® Foundations solution to answer enterprise and learner requirements through a single, global platform. As DeShaun Wise, Sr. Talent Management Consultant states, "By implementing the Rosetta Stone solution, K-C has been able to provide language learning to more employees than ever before, expanding languages available for both professional development and to meet business needs."

Implementing a model for success

K-C identified three components to the successful implementation of the Rosetta Stone Foundations solution: enterprise support, regional administration, and learner engagement. It was important with the Rosetta Stone implementation that the regions had support coming from the enterprise level to ensure effectiveness and drive business value. Regions were allocated licenses based on their business needs. Administrator Tools were used to monitor the implementation to ensure fidelity to enterprise goals. Reports were provided on learners not meeting utilization requirements and learners were notified via e-mail through a "Use it or Lose it" strategy to reassign licenses if needed. The regions were also provided marketing communication and support material to promote the program to learners as well as to recognize learners for achieving outstanding milestones. Quarterly meetings were conducted with regional administrators to review the program implementation, to share best practices, and to advise on change management strategies to get struggling regions back on track.

Understanding that all regions are not equal, regional administrators were given the opportunity to customize the implementation to region needs. All administrators were given access to Administrator Tools to monitor and manage the implementation for their assigned regions. Learner expectations were set by regional administrators based on needs and communicated to learners. Last, materials received through enterprise support were translated when needed and shared with learners to promote the program as well as to motivate and engage learners to meet defined language-learning objectives. The enterprise team developed contests to engage and motivate participants. Each region customized the contests to meet its needs. Top performers in the solution were acknowledged on the company intranet, highlighting learner successes. Awards and certificates were provided as well. Some regions elected to host a Language-Learning Day focused on the value that language learning brings individually to participants and to the business value of K-C. Due to these efforts, K-C participants have logged over 11,000 hours in the solution and have collectively completed over 150 levels of study.

Realizing benefits

K-C has experienced many benefits from the implementation of the Rosetta Stone solution. First, the company found that global mobility increased among participants who completed the program due to the building of critical language skills required for international assignments and relocations. The growth in employee talent through the language-learning initiative has positioned the company to expand international opportunities in the future. By consolidating to a global platform for language learning, K-C was able to meet diverse business needs across multiple regions. Last, the company was able to realize an annual return on investment of over 20%. This was due to the reduction in global spending achieved by combining language-learning solutions across regions into a single, online solution. "Our language-learning program through using the Rosetta Stone solution provided tremendous value to our employees, the organization, and the bottom line. We have seen significant cost savings by implementing one enterprise-wide program that can be leveraged by our employees across the globe," states DeShaun Wise.



About Kimberly-Clark Corporation

For over 140 years, Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene, and well-being. With brands such as Kleenex, Scott, HUGGIES, Pull-Ups, Kotex, and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries.

 www.kimberly-clark.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.

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