

Case Study:

Konica Minolta



Company | Employee Development



Business

## From Desk to Virtual Classroom: How Konica Minolta Improves the Language Skills of its Employees

### Connected Structures as a Challenge for Enterprises

Konica Minolta's requirements for Rosetta Stone were clear from the beginning – to improve employees' internal and external communication skills. Management's vision was for all employees to reach a unified linguistic level to improve cross-country collaboration and optimise international sales processes. "The goal was for all of our employees to achieve Business English at level B2.1," said Susanne Seidl, Product Manager Training at Konica Minolta Academy, Cluster West. With each employee having different linguistic abilities the company required individual learning paths based on prior placement tests, as well as different licence terms.

### A Widely Accepted Smart Solution

Konica Minolta chose the flexible Rosetta Stone® online learning solution, which supports personal learning objectives and tailored content for each individual, depending on the learner's level and professional focus. According to employees, the combination of phone training and virtual classrooms is especially motivating and effective. Furthermore, the Rosetta Stone App supports learning irrespective of time and location. If learners are not able to attend, they won't miss the lesson, but can simply catch up on it later. This easily solves the issue of downtime.

The solution was impressive, not just for the decision makers but also for the learners, who were interested from the outset. "The company faced requests for licence extensions," says Susanne Seidl. "This shows that our employees enjoy learning with Rosetta Stone."

### Fast Implementation, Continuous Enhancement

A simple e-learning solution was deployed during the pilot phase. Following a placement test and the allocation of a licence, employees were able to start the training immediately. Over time, the requirements of executives regarding the language learning programme became more defined and the wishes of employees more comprehensive. Based on a continuous exchange between Konica Minolta and Rosetta Stone, the original solution was extended. Personal contact was identified as essential, followed by the introduction of one-to-one phone conferences and trainings in virtual classrooms. These extras are still very much favoured.



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*"In order to improve the English language skills of our employees and the company as a whole we chose a cooperation with Rosetta Stone. Most compelling for us was its previous work and its industry-related content since we specifically wanted to provide our employees with training focused on Business English. Our employees now have access to content and learning that they can apply in their day-to-day work, which is exactly what the company wanted."*

Susanne Seidl, Product Manager Training at Konica Minolta Academy, Cluster West

## Insights into Practical Aspects

At Konica Minolta, employees who wish to improve their English language skills using the Rosetta Stone programme can begin a course three to five times over the course of a year. Internal marketing channels, such as newsletters or emails, make employees aware of the courses on offer, which they can then register to join or request approval to join from their supervisors. "I organise a kick-off meeting, provide information about the programme to employees and ensure that every employee who is interested completes a placement test," said Susanne Seidl. The next step involves a licence granted for 6, 12 or 18 months, depending on the employee's ability.

## Progress and Motivation Based on Regular Reports

Konica Minolta follows the Rosetta Stone recommendation that employees train between 2.5 to 3 hours per week, if possible. Rosetta Stone creates a report every second month detailing the time a learner is actually performing training activities each week. This data is then entered into a traffic light system that has been developed by Konica Minolta. If the traffic light is red, the manager knows that an employee is behind in their learning time, whilst green indicates the learner is on the right path. The individual reports ensure the managers are informed about the learning status of employees and can provide support if needed. "We are especially proud of our power users. They spend a lot of time on training and are very successful."

In order to improve the motivation to all employees and ensure learning success, Konica Minolta pursues a policy of regular exchange with supervisors. "We are showing all employees that their development counts. In addition, we are conducting announced progress tests as well as a final test," said Susanne Seidl. At the end of the language training, Rosetta Stone issues a certificate for all employees. The supervisor then decides together with the employee whether a new licence should be issued.

"It is important for us to create awareness of the language training. On the one hand, we are offering the learners a great opportunity. On the other hand, reservations and barriers need to be removed. The learning serves the development of the whole enterprise. It requires persistence and engagement, which should be rewarded accordingly," said Susanne Seidl, Product Manager Training, Konica Minolta Academy, Cluster West.

## Learning in Virtual Classrooms

Courses in virtual classrooms are an important part of language training at Konica Minolta. Employees can learn without any barriers. Indeed, they have direct contact with tutors, independent of their location. "This works in a very simple way," said Susanne Seidl. "With the help of a timetable, our learners can find out when a specific coach is available for a session." As an example, during direct exchange, the pronunciation is improved and questions are answered. The Konica Minolta service package also includes a specific number of phone trainings.

## Conclusion and Looking Ahead

As a whole, the results at Konica Minolta have been positive. The current training offer has moved the organisation closer to achieving its primary goal of improving employees' English language skills. "Rosetta Stone definitely offers a great programme for learning Business English and helping our employees integrate the language into their working day more self-confidently," said Susanne Seidl. According to her, the advantage of Rosetta Stone is the strong focus on B2B. The package is perfectly tailored to the company, which simplifies the management significantly. Konica Minolta is planning to offer German, and possibly French, in the future, using the Rosetta Stone® solution.



## About Konica Minolta

### Global Player with a Clear Vision: Konica Minolta

Konica Minolta Business Solutions Europe GmbH with its headquarters in Langenhagen is a wholly owned subsidiary of Konica Minolta Inc., Tokyo, Japan, and part of its business unit Business Technologies. The company is a worldwide leader in the areas of consulting, implementation and the management of IT and documentation processes, as well as digital production print, and offers a broad portfolio of print systems and solutions.

In Europe, the company's 28 country organisations (NOCs) are grouped into four geographical clusters. The cluster structure is supposed to harmonise activities as far as possible so that the NOCs can focus on their core businesses, sales and services. Due to this multi-country network, English is essential since it is the company's central language.

 [www.konicaminolta.com](http://www.konicaminolta.com)

## About Rosetta Stone

### About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organisations.

Our scalable, interactive solutions have been used by over 12.000 businesses, 9.000 public sector organisations, and 22.000 education institutions worldwide, and by millions of learners in over 150 countries.

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