

Customer Success Story:

KLM Royal Dutch Airlines



Business | Customer Service Enhancement



Business

Language Training Supports Employee Development

Challenge

KLM Royal Dutch Airlines is a worldwide airline company based in the Netherlands. It comprises the core of the KLM Group, which further includes KLM Cityhopper, transavia.com, and Martinair. KLM works very closely with Air France within the AIR FRANCE KLM Group, which exists since the two companies merged in 2004. The AIR FRANCE KLM Group is Europe's leading group in the airline business.

KLM provides customers with innovative products and safe, efficient, and service-oriented operations. It pays specific attention to staff flexibility, mobility, participation, and health.

The company, which together with its partners flies to more than 250 destinations, encourages employees to expand their skills and knowledge through training. Such flexibility demands adaptable and accessible training systems that integrate with travel between time zones.

Solution

KLM Inflight Services ran a pilot with Rosetta Stone® Language Lessons Version 3 for Business (formerly Rosetta Stone® Enterprise) and other language-learning providers, having established that face-to-face lessons were not a good fit with employees' timetables.

Jozien ten Zijthoff, Foreign Language Coordinator for Cabin Crew Management at KLM Inflight Services, said: "Around 80 per cent of our passengers are not Dutch and that's why languages are so important to our company. Moreover, their scheduling situation makes it very difficult for them to join regular face-to-face language lessons.

"We carried out a pilot with Rosetta Stone and the cabin crew were very pleased with the lessons. A number of participants commented on how they liked the fact they did not have to go through regular grammar lessons to pick up the language but instead began using the language straight away."

Additional language training is optional but KLM, having always had a rigorous language requirement for recruitment, was keen to offer a motivating interactive language-learning option to employees.



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Jozien ten Zijthoff,
Foreign Language
Coordinator for Cabin
Crew Management,
KLM Inflight Services

Results

The demand for the Rosetta Stone® solution is high at KLM, both for languages that would help staff qualify for promotion, and for languages being learnt for personal development.

"If you want to make a promotion in KLM as a cabin crew member, you have to qualify in English and one other language, either French, Spanish, Italian, or German," Jozien said. "The attraction of Rosetta Stone for many is that we are not limiting our crew to those languages. Some are learning Chinese, Hebrew, and Swedish – they may simply enjoy flying to these places and love being able to speak the language once they get there."

When Rosetta Stone account licences were first available for use on the KLM intranet site, they were claimed within hours. The ease of scalability means more licences can be added if demand remains high.

The company is currently operating an eight hour minimum usage rule. Administrator Tools allow managers to check the hours each user has committed, so the licence can be passed to another eager learner if the minimum is not being met.

Due to popular demand, KLM Inflight Services decided to significantly increase the number of licences available to cabin crew as of February 2010.



About KLM Royal Dutch Airlines

KLM Royal Dutch Airlines is a worldwide airline company based in the Netherlands.

- A Dutch company with 8,700 cabin crew who use languages for their daily work and for promotion opportunities
- 23.4 million passengers 2007-2008
- 80 per cent of passengers are non-Dutch speaking

 www.klm.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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Business