



Language training boosts retention and collaboration

High tech companies rely on clear, precise communications in their drive toward global business success. But internal and external language barriers can emerge as obstacles to project planning, execution, and management—and must be overcome.

Adding language training prepares tech talent to manage global business, facilitate communication in English at offshore locations, and improve companywide productivity and collaboration.

How do information technology users of our business solution rate their language learning success? ^A

68% boosted their productivity

73% improved overall job performance

60% helped them climb the corporate ladder

Language training without borders

The Rosetta Stone® online language solution for business provides:

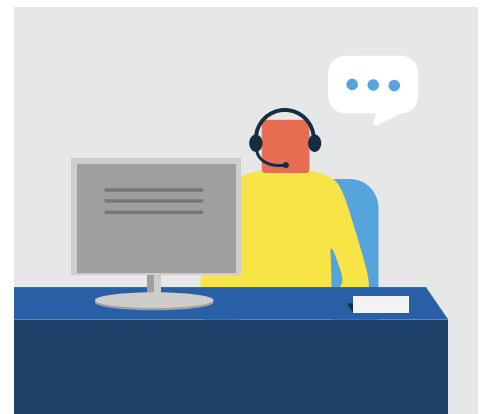
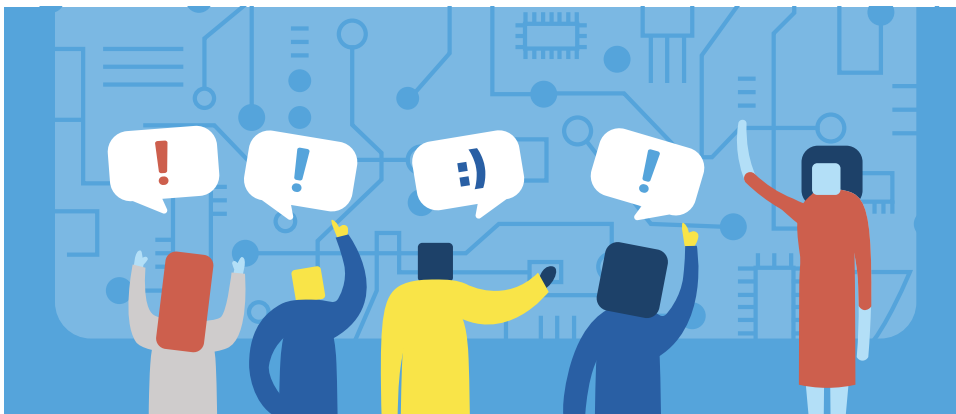
- *Immersion learning* so employees speak right away
- *Proprietary speech technology* to perfect pronunciation
- *Live tutoring* in customer-scheduled sessions
- *Mobile access* that allows employees to fit learning into their lifestyle

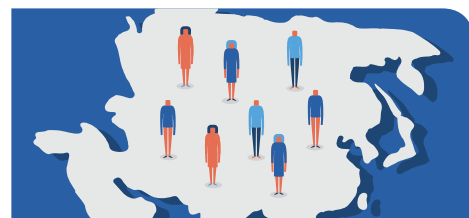
Flexibility. Scalability. Availability.

Integrating language learning into an overall training programme is easier with the Rosetta Stone single platform solution. Every authorised user can access all of the features available, regardless of employee location and language being learned. This flexibility is made richer with scalability that allows more employees to participate as business needs grow.

Talk is priceless

Rosetta Stone has the only language software with TruAccent™—the world's best speech recognition technology. No syllable is left behind as employees' speaking and listening skills begin to develop from the very first lesson. Instant visual and auditory feedback builds speaking confidence and encourages learners to start speaking immediately.





Language skills improve personal and team communications.

Why tech companies opt-in to language training

Rosetta Stone language learning helps companies with tech talent:

- Prevent churn in expensive areas such as engineering
- Optimise global call center efficiency to improve customer relationships
- Prepare employees for global expansion



Our proven approach blends language learning technology with human interaction. All along the way, instant speech feedback builds learner confidence. Assisting learners to speak conversationally, accurately, and confidently is the goal.

1 Immersion learning – Tech employees want to learn to speak the language, not just the words. Our structured sequence of lessons and activities provides rich, interactive content that surrounds learners with their new language right from the start. All lessons and activities take place in the learner's new language and teach them how to adapt as conversations unfold.

2 Live tutoring – Virtual tutoring sessions with certified language coaches who are native speakers introduce the human connection to online language learning. Live tutoring sessions allow employees to fit learning and conversation into their busy lifestyle. Best of all, learners schedule their own sessions on an easy-to-use calendar on their Rosetta Stone dashboard.

3 Mobile access – Using our award-winning mobile app becomes part of an employee's daily routine easily, accelerating progress and boosting retention. Engaging content available anytime, anywhere motivates learners to stay on track, improving overall completion rates. Mobile access is another way Rosetta Stone helps employees take charge of their language learning. It's their call.

Rosetta Stone is passionate about empowering technology companies to conduct business confidently across the globe by helping them close English and world language gaps from all sides.

To learn how Rosetta Stone can help your organisation use language training to build critical collaboration skills for tech talent at every level, contact us for a free consultation: business@rosettastone.com

"In a highly decentralised global workforce like Hitachi Data Systems, the need to communicate clearly across the world is paramount. Rosetta Stone helps us break down barriers and drive employee engagement."

Nick Howe
Vice President of Learning and Collaboration,
Hitachi Data Systems

About Rosetta Stone

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

Source

A. 2016 Rosetta Stone Impact Study, <https://businesshub.rosettastone.com/uk-resources/how-language-impacts-business-bre>