

Campari and Voxy's Combined Effort Drives Engagement, Proficiency Gains, and Employee Satisfaction

THE SITUATION

The Campari Group, an Italian branded beverage company, is an influential force in the global spirits industry. One of the development initiatives Campari Brasil offers their employees is English language training.



"Campari is highly committed to its employees' careers and development, and we understand how important English proficiency is for professional growth in the world of today."

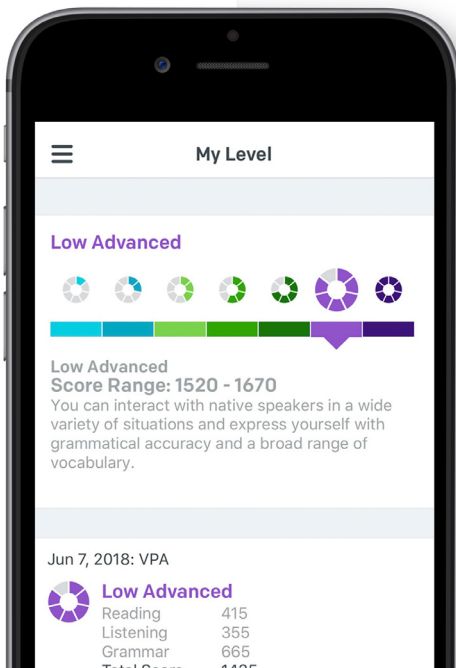
- Ana Claudia Gonçalves, HR Manager, Campari Brasil

Previously, the organization had been offering this opportunity through a language training provider that was unable to deliver priority data, including measurement of user engagement and achievement. Hoping to increase their understanding of employee engagement in language training initiatives and their return on investment, Campari established a partnership with Voxy in December 2016. Voxy's administrative and reporting dashboard—the Command Center—effectively responded to the Campari program leadership's need to implement a strong company-wide language training program with detailed insight into its success and impact on core business metrics. In addition to access to dashboard tools, Voxy provided Campari with monthly reports on user engagement and proficiency.

THE SOLUTION

At the start of the partnership, Campari and Voxy worked in concert to design a learning program. A group of Campari employees was selected to participate. Participation was optional, and selection was dependent upon fulfilling at least one of two criteria: (1) the employee's role necessitated proficiency in the English language or (2) the goal of increasing English proficiency was identified in the employee's performance review or individual development plan. The program required participants to complete at least 48 lessons and participate in at least two live instruction sessions per month.

The program was designed to include various methods of support to promote learner engagement. Voxy provided participants with a host of tools toward this goal, including access to individual performance dashboards, learner success coaching accessible via phone, email and live chat, and personalized emails and notifications encouraging further study. In addition to Voxy's own learner engagement initiatives, Voxy's regular useful reports enabled Campari's program leadership to structure their own rewards campaign to encourage a deeper level of participation among those in the program.



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THE RESULTS

"The project already had a positive impact shortly after its launch," said Ana Claudia Gonçalves from Campari. Throughout the program, an average of 86% of the participants remained active, showing strong and consistent engagement. Between the months of May and November 2017, the group completed a total of 20,096 lessons, and 58% participated in live group sessions.

Participants' sustained involvement in the initiative translated into positive learning outcomes. Using the Voxy Proficiency Assessment®, Campari determined that 29% of the learner population was Low Intermediate (A2 on the CEFR scale) and 61% were Beginners and High Beginners (pre-A1 and A1) when starting out in May, and the share of Low Intermediates rose to 57% of the population by December.

Following the program, Voxy asked learners to complete a satisfaction survey, which provided further encouraging results. When asked to rate how strongly they believed that Voxy would help them achieve their English language acquisition goals on a scale from 1-5, learners responded with an average rating of 4.5.

"We've noticed that people really do see value in the program, because, even a year and a half after launching Voxy, we often have new employees reaching out to us, interested in participating after hearing about their colleagues' positive experiences."

- Ana Claudia Gonçalves, HR Manager, Campari Brasil

The combined efforts of the two organizations had a visible positive impact on the professional development and English language acquisition of the employees in the program. The Campari program leadership was pleased to gain a more nuanced understanding of employee engagement in addition to clear and detailed employee achievement data, both of which contributed to a clearer picture of their positive return on investment.

KEY OUTCOMES

86%

PARTICIPANTS
REMAINED ACTIVE

97%

INCREASE IN NUMBER OF
INTERMEDIATE LEARNERS


4.5

AVG. EMPLOYEE
RATING OUT OF 5

20,096

LESSONS COMPLETED

CONNECT

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