



CUSTOMER STORY

Grundfos Finds International Success with Voxy's Scalable Custom English Training

THE SITUATION

English is the lingua franca of multinational business, and corporations with a global reach understand the importance of providing employees with the English training they need to communicate successfully with one another and clients worldwide. Grundfos has long been dedicated to this effort. Based in Denmark, Grundfos is the world's largest pump manufacturer with over 19,000 employees working across more than 80 countries. They are also a world leader in water technology, contributing to global sustainability by pioneering technologies that improve quality of life for people and care for the planet. As a Voxy client since 2015, Grundfos is well-acquainted with the goal of bringing real-world, task-based English language instruction to its large international employee base.



As part of a long-term plan to strengthen its global leadership position, Grundfos established a critical objective to build a customer-centric and collaborative culture. Prior to working with Voxy, the scale of Grundfos' workforce presented a challenge to this objective, especially for their Learning and Development team, as the demands of producing multiple translations of content in several local languages taxed their ability to work efficiently. At the Executive level, it was imperative that leaders knew how to communicate in English effectively in order to collaborate with one another and expand the reach of their business. For these reasons, Grundfos needed English training that was relevant to the specific needs of its diverse team and training that would support internal knowledge-sharing about core business functions and strategic company initiatives.

THE SOLUTION

In order to address Grundfos's varied English training requirements and help them meet their key business objectives, Voxy provided them with a personalized English language learning platform based on authentic, real-world content. Employees progressed through a self-paced, adaptive platform, with 24/7 access to certified instructors. Grundfos's corporate training materials were integrated seamlessly into the platform, and Voxy even created a custom course with two central units for Grundfos employees: Manufacturing and Grundfos Strategy 2020. The course consisted of more than 150 lessons designed for Grundfos employees, using Grundfos materials—including company values, policies and onboarding documents—to support internal training needs. It also





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contained content tailored to Grundfos's primary markets and products and services. The task-based instruction that Grundfos employees received, then, was directly related to their roles throughout the organization. In order to gauge the efficacy of the program, executives had access to sophisticated data analytics and reporting to monitor progress and ROI.

THE RESULTS

Voxy's partnership with Grundfos has yielded some impressive outcomes. With over 22 countries served, Voxy has helped Grundfos boost their employees' English language proficiency in over 25% of their global market. And with over 25,000 total activities completed and over 200 total live sessions attended in 2018 alone, 87% of Grundfos's employee users improved their English proficiency score. Clearly, high engagement, relevant materials, and an adaptive and self-paced platform led to significant proficiency gains. But the data alone does not tell the whole story.

"We chose Voxy as our preferred partner due to a great combination of linguistic professionalism, advanced technology, and business services. Voxy helps our team members facilitate knowledge transfer across different geographies, which is critical at our global company."

- Lisbeth Elholm Andersen, Senior Learning and Development Consultant for Grundfos

In 2018, after many years of program success, Grundfos expanded their relationship with Voxy by introducing the Power Up Grundfos talent development program for high-achieving employees. Members of the program have access to a wide range of Voxy offerings, including live online instruction and courses such as English for Executive Leadership, Business, and Cross-Cultural Training. Voxy continues to advance its partnership with Grundfos to meet their diverse English training needs around the world.

KEY OUTCOMES

22

COUNTRIES SERVED

87%

OF USERS IMPROVED THEIR
PROFICIENCY SCORE

25,000

ACTIVITIES COMPLETED

150

CUSTOM LESSONS

CONNECT

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