



Case Study

Jusoor

**SYRIAN REFUGEES IN LEBANON
DISCOVER NEW OPPORTUNITIES FROM
VOXY, JUSOOR PARTNERSHIP**



Jusoor, a United States based 501c3 NGO that helps Syrian youth realize their potential through education and career development programs, believed that with Voxy large numbers of students could take advantage of innovative language learning technology. Over the course of three months, 200 refugee students, all either beginning or intermediate English learners, were given access to the immersive English language learning app with phenomenal results.

THE CHALLENGE

Since around 2007, Syrian refugees have migrated to Lebanon for economic opportunity and more recently, for protection from armed conflict in the Syrian Civil War. Refugee camps overflowed with entire families, including children eager to meet their future professional and academic goals.

One of those goals continues to be learning to communicate using English.

Understanding English is one of the most sought after language objectives for many who want to enter careers in science, engineering, technology, or business.

In fact, the number of English learners in Lebanon now closely rivals that of French learners, which is notable considering Lebanon's strong francophone history. The challenge for the country is now figuring out how to educate substantial numbers of displaced people without having access to high-quality English instruction.

HOW VOXY HELPED

Voxy knows that one of the ways they can predict English education success is by increasing the amount of time students are immersed in the language. In a pilot, students completed over 58,000 language learning activities on the platform and spent an average of 112% more time studying than required. Despite having problems with low internet connectivity, the response was overwhelmingly positive. One student said, "[The] teacher was so nice, smart, friendly and patient... [and] I was comfortable," while another student stated, "It was helpful for speaking and writing."

One of the key components of Voxy's methodology is to provide **dynamic content related to the interests of the individual learner**. While they were in the app, 96% of the Syrian student learners stayed engaged. It seems that **with Voxy, these young learners have found just the right mix of education and personalization to hold their attention**. Student Rand said, "It was exactly what I wanted," while Ahmad said, "I loved how [my teacher] helped me write an email."

Program administrators were thrilled with the results as well. Rania Succar, a member of the Board of Directors for Jusoor said,

"We have been looking for a digital partner to address the critical need of foreign language learning for some time. We have been very impressed with Voxy's platform – both in terms of the language skill improvement it drove among Syrian youth as well as the data tracking it enabled."

KEY OUTCOMES

96%
stayed
engaged

112%
more studying
than required

58.000
activities
completed

With fifty of the most engaged students requesting continued access to Voxy's learning platform, Jusoor and Voxy are searching for a sponsor to fund further endeavors. It's clear that Jusoor has found the solution they were searching for with the help of Voxy's Customer Success Team. Succar stated,

"Your support on this has been fantastic. We were pleased at the level of attention we got from [the Voxy team] as we tried different techniques to drive engagement with our program manager on site. We were thrilled to see engagement go up and up, which is exactly what we wanted with a pilot like this one."

With preliminary data showing stellar results, Voxy and Jusoor look forward to the next phase of this initiative, allocating further resources to grow the already popular program.



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