



THE VOXY CORPORATE TRAINING GUIDE

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INTRODUCTION

EVERYTHING YOU NEED TO KNOW TO BE SUCCESSFUL WITH YOUR CORPORATE ENGLISH PROGRAM

As the Customer Success leader at Voxy, I have had the privilege of witnessing the impact that corporate English programs can have on the lives of learners and clients. We are very proud of the product we have built (and continue to improve upon) over the years. We see daily evidence of the powerful combination of personalization (only possible using state-of-the-art technology), real and hyper-relevant content, and access to native teachers.

But the success of a corporate English program does not depend only on the product chosen. An important part of the process lies in how this program is positioned to the target audience. What is the biggest motivation for the company to promote such a program? Is it an acute need for certain roles within the company? Is it offered as a benefit to all employees as an opportunity for career development? Regardless of the reason, it is important to have clarity about what the company's expectations are for the program.

In this guide you will see a comprehensive collection of concepts and strategies that have been tested by our clients about what makes each type of corporate English program a success. We know that our clients are professionals with many demands, so the guide is simple, practical, and only shares what really works.

This guide will continue to grow and be refined over time. We invite you to share your experiences by using the strategies recommended in this guide, and others that may not yet be here, but which have had a positive impact.

Let's continue working together to make English a reality for everyone.

Enjoy!

Juliana Elmais
Vice President, Customer & Learner Success at Voxy



STEP 1

KNOWING WHY TO INVEST IN ENGLISH TRAINING AND WHAT WILL MAKE YOUR PROGRAM SUCCESSFUL

1 2 3 4 5

Knowing the reason why your company will have an English program is the starting point to identify how you can make it successful.

With clear goals and a well-defined strategy, it is possible to establish which metrics and indicators should be tracked to see if the program is delivering the desired results and, if necessary, make adjustments.

Based on our experience with customers and the results they have obtained in their English programs, we have segmented project profiles according to the challenges they face and the results they expect.



CHALLENGE

GLOBAL PRESENCE

It is within this profile that companies have the challenge of ensuring that all employees can communicate well, identify with a unifying culture, and choose English as the official language of the organization. Internal communication has a great impact when all countries are aligned; however, this impact can be negative when there are serious gaps in the proficiency of employees. In this case, there may be declines in productivity and engagement. Investing in an English program becomes strategic in order to ensure high performance across different countries.

DEVELOP AND RECOGNIZE TALENT

Just as important as finding qualified professionals for key roles is retaining them and keeping them motivated, engaged and committed. Having an English program shows that the company is investing in the development of its employees.

We also see situations in which English becomes necessary for a group of employees to take on international projects, adapt to changes in the region's reporting structure, or even to execute a merger.

In other cases, English is the key element in order to ensure that there is a talent pipeline and prepare employees for positions with international exposure.

STRENGTHEN EMPLOYER BRAND

Nowadays, professionals are the owners of their own career and are not attached to any one company. Attracting and retaining these professionals is one of the biggest challenges for organizations today. Professionals must identify with the culture, the organizational environment, and the career development resources. In this scenario, the English program is seen as a way that the company is investing in the development of their employees' careers.

EXPECTED RESULT

BUSINESS IMPACT

Programs with this profile are concerned with preparing the company for the growth of its business, both financial and territorial. In addition, they aim to improve communication among their professionals, consolidate company culture, and accelerate internal processes as well as improve the performance of teams that are interfacing with other countries.

ACUTE NEED

In this case, we believe that the expected result is the training of employees who have a real need to learn English in order to meet business demands. They are employees who need to gain proficiency and for whom the company needs to have the tools to follow their evolution. The expected results are the commitment of these employees and the continuous improvement of language proficiency.

EMPLOYEE BENEFIT

In this program profile, the objective is to offer the English program as a component of the benefits package and to increase employee satisfaction around the personal and professional development opportunities that the company provides to its teams.

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KNOWING WHY TO INVEST IN ENGLISH TRAINING AND WHAT WILL MAKE YOUR PROGRAM SUCCESSFUL

HOW DO YOU KNOW IF YOUR PROJECT IS SUCCEEDING?

To know if your program is succeeding, your desired results need to be clear and directly linked to the profile of your project.

Each profile described has its differences, and after analyzing the results obtained from several clients, Voxy has observed that programs that have the same profile tend to present very similar results. Based on this experience, we suggest a number of key performance indicators (KPIs) that may be relevant to your project profile. Using data available in our reporting system, the Voxy Command Center, you will be able to monitor and analyze progress.

Pictured below are some examples of KPIs that can be tracked according to each program profile. Remember that these are suggested standard indicators and that specific metrics can be defined according to the needs of your program.

EMPLOYEE BENEFIT

PROGRAM ADOPTION

Number of registrations x
number of seats available

SURVEY RESULTS

Insert a question in internal
company surveys on the
initiative

REFERRALS AMONG EMPLOYEES

Map internal referrals to the
program on the registration flow

BUSINESS IMPACT

PROGRAM ADOPTION

Number of registrations x
number of seats available

SURVEY RESULTS

Insert a question in internal
company surveys on the
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REFERRALS AMONG EMPLOYEES

Map internal referrals to the
program on the registration flow

MONTHLY USERS

Number of active users accessing
the platform monthly x number
of registered users

PROOF OF PROFICIENCY GAIN

Comparison between the results of
VPAs performed by the same user

ACUTE NEED

PROGRAM ADOPTION

Number of registrations x
number of seats available

SURVEY RESULTS

Insert a question in internal
company surveys on the
initiative

REFERRALS AMONG EMPLOYEES

Map internal referrals to the
program on the registration flow

PERFORMANCE

Performance in project or
evaluation of peers and/or
managers on the use of English

STEP 1

KNOWING WHY TO INVEST IN ENGLISH TRAINING AND WHAT WILL MAKE YOUR PROGRAM SUCCESSFUL

1 2 3 4 5

Another important point is that, in order to have a qualitative indicator and measure the real impact of English on the life of the users, we carry out a satisfaction survey at the end of the project cycle. Learners have the opportunity to share their opinion about the program and about the impact of their improved English skills on their day-to-day tasks.



THE DIFFERENCES BETWEEN TRADITIONAL AND ONLINE APPROACHES TO ENGLISH LEARNING

A digital program is different from the traditional face-to-face model in many ways. In the latter, learners take in-person group classes with a teacher, but because content reviewed in class is not personalized to each learner's individual needs, real progress with language skills isn't always guaranteed. Additionally, learners often advance to the "next level" without demonstrating a true gain in proficiency.

Online training requires a certain level of discipline from the learner in order to make it a part of their routine. The more time they spend learning and practicing, the quicker their progress with the language will be. Fortunately, the high level of personalization to learner needs in an online program means that the amount of study time required to make progress is often lower than in a traditional face-to-face experience.

At first, it may seem that learners spend more time with face-to-face classes. However, it's important to highlight the difference between how study time is measured in each teaching approach. In face-to-face classes, schools measure the number of hours spent in the classroom, without taking into account the total actual attendance in these classes. What's more, it's very difficult to gauge the attention or engagement levels of the learners who do show up to class. In the online approach, each minute reported as study time is, in fact, time spent learning and practicing English. We have built mechanisms which can detect when learners either leave the application or aren't actively studying and don't include this time in the study time reports. This guarantees that program managers have clear visibility into the performance of their program.

ENGAGEMENT IN AN ONLINE ENGLISH PROGRAM

One of the biggest challenges in online education is to keep learners engaged for the long term. Many people compare online English programs to going to the gym, because both require high motivation levels from users over time. Like going to the gym, it is expected that a portion of the participants will not remain active during the entire program. However, we offer certain tools and resources that enable you to effectively manage your English program and maximize its positive impact.

One important tool is the autonomy we offer clients on allocating the licenses that they have purchased. At any point during the program, the project leader may deactivate non-engaged learners and activate new ones in their place as s/he sees fit, as long as s/he stays within the number of seats purchased. This way, the client can maximize the total utilization of the licenses purchased.

UNDERSTANDING WHAT TO EXPECT FROM LEARNERS' BEHAVIOR

Additionally, this guide provides a number of strategies and best practices to be used by the program leader to guarantee the best results and learner outcomes. It's important to note that we have noticed a strong correlation between the involvement of a dedicated program manager who communicates frequently with learners and high learner engagement during the program.

MEASURING RESULTS

The Voxy Proficiency Assessment (VPA®) determines the proficiency gains of each learner. We recommend that learners take the test at the beginning of their course and then regularly during their program. The recommended interval between tests is three months, but this is configurable according to your program needs. It is possible to determine learner proficiency levels and whether they have gained, maintained or lost proficiency over time. We know that when learners don't study, they end up losing proficiency in the language. In the same way, maintaining proficiency at more advanced levels is similar to gaining proficiency at lower levels.

	BEGINNER	HIGH BEGINNER	LOW INTERMEDIATE	INTERMEDIATE	HIGH INTERMEDIATE	LOW ADVANCED	ADVANCED
VPA	0 - 50	50 - 210	210 - 490	490 - 880	880 - 1280	1280 - 1670	1670 - 1680
CEFR	Pre A1	A1	A2	B1	B2	C1	C2
GSE	10 - 21	22 - 29	30 - 42	42 - 58	59 - 75	76 - 84	85 - 90
TOEFL	4 - 8	8 - 22	22 - 43	43 - 70	70 - 94	94 - 114	114 - 115
IELTS	0.5 - 1.0	1.0 - 1.5	1.5 - 3.0	3.0 - 5.0	5.0 - 7.0	7.0 - 8.5	8.5
TOEIC	10 - 70	70 - 247	247 - 509	509 - 775	775 - 936	936 - 989	989
PTE	10-21	22 - 29	30 - 42	43 - 58	59 - 75	76 - 84	85 - 90

This table shows how your level maps to internationally recognized standards and assessments.

CREATING A USAGE POLICY FOR THE PROGRAM

Regardless of the profile of your program, participants often need clarity on the company's goals and expectations that go with it. This will ensure that those interested in joining the English program know and value the investment that is being made in their development. Establishing a usage policy helps keep employees aware of the time and effort that will be expected from them, as well as how their results will be measured.

In order to create your policy, consider the following items:

GOALS OF THE PROGRAM

Align with employees on the expected results of the program and how it fits into the company's overall strategy.

ELIGIBILITY CRITERIA

Describe the requirements for employees to be considered for the program, such as: employee tenure, English as a job requirement, professional development, etc. It is important to include details about how employees who leave the company will be handled.

INVESTMENT

Inform employees about the investment made by the company on the program and where this investment came from. Determine if this will be 100% funded by the company or if the employee will be expected to co-pay. Additionally, determine if there will be any penalty in case the employee does not fulfill the expected usage.

PROGRAM DETAILS

Share a brief description of the product and the features available. In the case of programs with private classes, it is important to describe how many hours of private class will be available to each participant.

REGISTRATION FLOW

Explain the steps required for the employee to join the program, such as: registration forms, contact e-mail in order to request enrollment, manager approval process, etc.

RULES OF THE PROGRAM

Describe the code of conduct expected of program participants. This includes behavior during live classes, policy on studying during work hours, account cancellation process, managing vacation time and/or medical leave, etc.

CREATING A USAGE POLICY FOR THE PROGRAM

USAGE CRITERIA

A key part for a successful program is for the employee to understand the expectations the company has in terms of time spent studying and using the platform. Therefore, you should determine the number of activities and live classes (if applicable) required each month. This will help employees organize their studies and keep a minimum usage requirement in mind. Additionally, it's important to highlight that learners in "Acute Need" programs must complete the VPA regularly for the company to properly measure proficiency gains. For "Benefit" type programs, this becomes a recommendation rather than a requirement.

NOTE: "Hours studied" in our platform does not refer to the time that a learner remains logged in. Instead, we calculate "time on task" - the actual time learners spend interacting with the platform combined with time elapsed between clicks. Learners often have the perception that they studied for more hours than reported in the platform because they are only considering the time they were logged in. For the avoidance of doubt, and in order to simplify learner management, we recommend creating a requirement based on number of activities and live classes per month instead of one based on time on task.

CRITERIA OF EXCLUSION FROM THE PROGRAM (IF APPLICABLE)

Describe what behaviors will result in the employee losing access. For example: employees who do not comply with the usage policy 3 consecutive months will lose access.

TECHNICAL REQUIREMENTS

Describe the equipment necessary to use Voxy, such as bandwidth requirements, recommended browsers, and device configurations.

We have created a Program Policy template to help you get started. [Click here to check it out.](#)



THE PROGRAM MANAGER

Apart from identifying objectives for your English program, it's important to define a program manager. This person will be Voxy's main point of contact and will be responsible for managing KPIs monthly by using the Voxy Command Center. It should be their responsibility to bring visibility to the program and make sure it gets included in key leadership discussions.

COMMUNICATION AND VISIBILITY

It's key to leverage the company's influence to help participants prioritize the time spent studying English. We recommend communicating the results of the English program regularly, sharing testimonials from participants, and keeping up with key performance indicators each month. This is especially important for programs with acute English need and professional development. Visibility of the English program within the company has a significant impact on its overall engagement, satisfaction, and recognition.

AVAILABLE RESOURCES AND CHANNELS PROVIDED BY VOXY

Voxy offers a variety of resources and tools that help you manage your English program successfully. Our goal is to enable you to achieve your desired business results.

CUSTOMER SUCCESS MANAGER (CSM)

This is your primary point of contact at Voxy. The CSM acts as a business consultant and as a specialist in the field of digital education. They share best practices and enable you to be successful. The goal of the CSM is for your program to succeed and to help you demonstrate the value and impact of the English program.

During Business Review meetings, you will get an overview and status of your English program and your CSM will help you define the next steps necessary to ensure success. Additionally, the CSM will review learner behavior periodically and highlight any unusual behavior.

[Click here to read a blog post](#) about the role of the CSM in technology companies.

PARTNER SUPPORT

This support channel was created to provide clients with rapid resolution to day-to-day questions and issues, such as: reporting bugs, answering product questions, granting permissions to the Voxy Command Center, adjusting platform configurations, re-sending activation emails, making the VPA available, etc. You can get quick and effective help via Partner Support at partner.support@voxy.com.

LEARNER SUCCESS

There is a dedicated support team for participants called the Learner Success Team (LST). Questions from learners about the platform or technical issues should be directed to LST via support@voxy.com, or Live Chat. Learners will receive a response within 1 business day.

VOXY COMMAND CENTER

This is the most important tool for managing your English program. It's in the [Voxy Command Center](#) that you will perform a number of tasks, such as registering new learners, modifying existing accounts, and viewing/downloading reports according to your needs. You can familiarize yourself with it by reviewing the [Voxy Command Center FAQs](#).

In the Voxy Command Center, you will have access to near real time reporting on many different data points for individual learners and groups which will allow you to filter, analyze, and compare the results of your English program. If you have any questions, your CSM will be happy to assist.

ENGAGEMENT ACTIONS PORTFOLIO

An effective communication plan is key to keeping the engagement of your English program high. That's why we have created a full set of learner communication templates to help optimize the time invested in managing and promoting the program. You will have visibility into the milestones of the program, the various phases of learner engagement, and what can be proactively done by the company each step of the way.

Besides that, we created templates and content that can help you, according to your specific needs.

[Click here](#) to download the complete Engagement Actions Portfolio.



If you follow the guidelines shared in this guide, it is likely that you'll meet the objectives set for your English program. We now invite you to share your results with us!

At the end of your English program, we will send a survey to hear about what initiatives were completed and how they helped you meet your goals. We would love to hear from you and to include your experiences as part of our best practices guidelines in the future.

EXTRA CONTENT

HOW TO MANAGE YOUR PROJECT IN 3 STEPS

We created this quick guide to support you to organize the management routine of your program results. [Click here to check it out.](#)

CONTENT TIPS

HARVARD BUSINESS REVIEW

[How to Cure Your Dread of Public Speaking](#)

[Global Business Speaks English](#)

HR TECH

[How to Best Engage Virtual Learners in a Corporate Training Event](#)

[What's Better Than Employee Benefits? Employee Career Development](#)

VOXY

[Language Boot Camp! 5 Challenges for your next 3 months](#)

[Grundfos Finds International Success with Voxy's Scalable Custom English Training](#)

[Voxy's Work with Campari Featured in Chief Learning Officer Magazine](#)

[New Independent Research by AIR Demonstrates Voxy Efficacy](#)