



# GlaxoSmithKline

## About GlaxoSmithKline

GlaxoSmithKline is the world leader in pharmaceuticals and vaccine production. With over 100,000 people employed in over 116 countries, GlaxoSmithKline spares no expense in finding the cures for the world's most threatening diseases.

## Objective

With operations running on a large global scale, GlaxoSmithKline acutely understands the importance of language training. Historically GlaxoSmithKline leveraged local instructor-led language schools to provide the much needed language learning the company required. However, results were inconsistent and pricey.

GlaxoSmithKline needed a solution that they could trust would provide consistent top quality language learning to their employees globally. Furthermore they needed to be able to demonstrate a positive return on their investment.

## Solution

After piloting multiple programs GlaxoSmithKline chose Auralog's TELL ME MORE<sup>®</sup> e-Learning solution. This solution allows the company to not only complement traditional instructor-led training programs for executives with a state of the art technology-based language system, but TELL ME MORE<sup>®</sup> is also able to be deployed standalone to every employee worldwide.

TELL ME MORE<sup>®</sup> e-Learning combines proven instructional design with the latest technology to create a complete language learning environment. Using SETS<sup>®</sup> (Spoken Error Tracking System), learners are able to reduce their accents dramatically while patterning native speech.

GlaxoSmithKline was able to dedicate one in-house instructor to the e-learning project. Using the advanced tracking and reporting tools within TELL ME MORE<sup>®</sup>, the instructor manages the program, ensures employees make sufficient progress, and that all learning criteria are met. These tracking tools show detailed progress of each individual, pointing out strong and weak points as well as making it easy for the instructor to provide supplemental learning recommendations.

By choosing Auralog's e-Learning solution, GlaxoSmithKline provided a valuable service for employees needing, or wanting, to acquire skills in another language. The anytime-anywhere model has proven very popular among employees, who now spend more than 80% of their language learning time on TELL ME MORE<sup>®</sup>.



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## About Auralog

Auralog is the global leader in language learning software. The TELL ME MORE<sup>®</sup> suite of products is being used by more than 5 Million learners world wide, in more than 10,000 organizations. Headquartered in Phoenix, AZ, Auralog has offices in France, Germany, Spain, and China.

## Objective

To ensure consistent delivery of language learning content globally while supporting a variety of internal and external programs.

## Solution

Auralog's TELL ME MORE<sup>®</sup> e-Learning solution, customized and deployed globally to support a variety of learning programs.

## Results

- Program with consistent content delivery
- 80+% of language learning time spent in TELL ME MORE<sup>®</sup>
- Reduced overall training costs
- Enabled instructors to better focus their efforts
- Increased learner enrollments globally