



## GlaxoSmithKline Biologicals launches into e-Learning with TELL ME MORE<sup>®</sup>

### Auralog Solutions:

- Audit and technical assistance.
- Equipping and training of tutors using TELL ME MORE<sup>®</sup>'s tools.

### Benefits:

- Flexibility of organisation.
- Efficiency of the training programme.
- Flexibility of installation.
- Adaptable to each learner's abilities.
- Learner follow-up.
- Reduction of costs.

GlaxoSmithKline Biologicals is a research-based pharmaceutical company and a world leader in vaccine production. Based in Belgium, GlaxoSmithKline Biologicals constantly faces the challenge of finding appropriate and innovative training solutions to develop employees' skills and facilitate their communication with foreign colleagues.

### Decision time for GlaxoSmithKline Biologicals

In a highly competitive environment, this company sees language learning as an important key to success. Operating in an international context, GlaxoSmithKline Biologicals has always offered language courses to its employees. Initially, these courses were carried out by local language schools or English employees who volunteered to organise discussion groups. In 2001, the Group decided to find a new language learning solution suitable for all its employees. To complement its traditional training courses, GlaxoSmithKline Biologicals decided to turn to e-Learning. The Group's aim was not to replace traditional training courses, which still remain an important resource, but to look at how e-Learning could function in tandem with such courses (individual classes or group classes). By associating

the two training methods, GlaxoSmithKline Biologicals could offer a more flexible training course to its employees, as well as a training program better adapted to learners' varying language abilities and professional needs. Convinced that e-Learning was both an innovative and relevant complementary training solution, GlaxoSmithKline Biologicals began research into foreign-language-learning solution providers. GlaxoSmithKline Biologicals initially evaluated the different solution providers on the technical and pedagogical features of their solutions. While judging the technical aspects, the Group looked at how easily the language content could be integrated into its own existing IT system; the quality of the reporting and at-distance training tools; and the learner workstation and transmission band requirements. With regard to pedagogical aspects, the Group concentrated on the richness of content and themes proposed, as well as the standard of service provided (e.g. active or reactive tutoring). Following the solution provider analysis, GlaxoSmithKline Biologicals was able to select a suitable partner. The project managers chose Auralog's TELL ME MORE<sup>®</sup> e-Learning solution for its employee foreign language training programs and learners' pedagogical follow-up (using the Tutor Tools program).

## TESTIMONIAL

*Why did you decide to use an e-Learning solution and why choose TELL ME MORE®?*

*"In the Information Age, it is impossible to ignore the numerous advantages that new technology offers in terms of learning practices. e-Learning allows us to co-ordinate our training programs with greater ease, in addition to giving us increased flexibility. In choosing Auralog's e-Learning solution, we have a complete solution comprising the TELL ME MORE® method and the tools designed to facilitate student follow-up. Auralog also provides us with technical support services which assure the maintenance of the application. Now, our employees spend more than 80% of their foreign language learning time on TELL ME MORE®."*

**Guy Debande, Training Manager**

### **From experimentation to deployment**

Having chosen the language learning solution, the Group carried out a pilot study consisting of 20 people, with the aim of motivating and introducing employees to the new training method. During this initial phase, GlaxoSmithKline Biologicals was accompanied by a team of Auralog Tutors who helped guide learners and organise the practicalities of the project. Following the success of the pilot study, the Group decided to renew its partnership with Auralog, but this time fulfilling the tutoring and administration services itself. To accomplish this, the Group relies on an internal tutor who co-ordinates the language courses and follows learners' progress. Auralog's pedagogical team taught the Group's tutor how to use TELL ME MORE®'s tools to manage the training program, follow learners' progress, create personalised Learning Paths, and communicate with and reply to learners' questions. This tutor was also shown the pedagogical techniques required to guarantee and maintain learner motivation.

### **Installation of an e-Learning solution: a corporate project**

To complement the technical and pedagogical materials, GlaxoSmithKline Biologicals decided to make some internal changes. Besides providing technical assistance, the Group put together a communication plan consisting of workshops, meetings and demonstrations to explain to its personnel why an e-Learning initiative had been put in place and how it worked. According to Guy Debande, one of GlaxoSmithKline Biologicals' training managers, the secret of the success of an e-Learning project is to establish strong communication links targeting all levels of personnel. All communication channels focussing on different target groups were therefore exploited and the message adapted accordingly. One of the main objectives was to communicate the flexibility of the new pedagogical approach and the possibility for learners to adapt and define their training course themselves. Thanks to the online platform solution chosen by GlaxoSmithKline Biologicals, learners can now follow their training course

either at work or from home. Learners can also participate in thematic lunches with the Group tutor to converse on current affairs or professional matters in the target language. This adds a more human aspect to the training course by bringing the learner face-to-face with the tutor who, previously, had only been in contact via TELL ME MORE®.

### **About Auralog**

First publisher in the world to use speech recognition technology for teaching foreign languages, Auralog has become the global leader in language learning software notably with the renowned TELL ME MORE® collection. Making the most of the latest technology and teaching techniques, Auralog designs and sets up e-Learning solutions for foreign languages. Auralog's methods are currently distributed in over 60 countries in Europe, Asia, North and South America and the Far East. Overall, 70% of Auralog's sales are made overseas.

**TELLMEMORE®**  
Corporate

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