



Case Study

## The Konica Minolta Academy and TELL ME MORE<sup>®</sup> a success story.

### Konica Minolta broadens their foreign language e-learning training with TELL ME MORE<sup>®</sup>

#### The project in numbers

700 participants

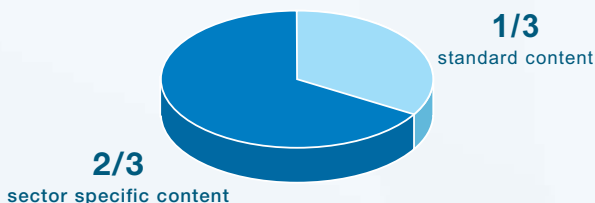
4,200 study hours

1 hour and 40 minutes  
of average study time per week

400 messages sent since  
the training started

65% of the learner are using the internal  
communication system to contact a tutor

#### A specific learning solution:



The Konica Minolta group puts a lot of emphasis on the education of its employees. In the after sales support, Konica Minolta makes this possible with the Konica Minolta Academy, in which great emphasis is put on product and technology training. One of the main features of the Academy is the on e-learning based certification center Mplus, which is used to ensure a continuing and systematic learning process. Web-based e-learning, tutor support, as well as operational readiness training are all part of the Mplus concept, creating an ideal environment to integrate Auralog's e-learning solution. English fluency is imperative in the support of office communication systems, as all updated training and information materials are either only available in English or have not been translated due to time constraints. For this reason, Konica Minolta equipped the already excellent learning facilities of its academy with the TELL ME MORE<sup>®</sup> language learning software, in order to build and expand the profession specific language proficiency of its employees. When looking for a language learning software provider whose product would be able to accommodate the high requirements of the Konica Minolta Academy, Christian Gauss-Kuntze and his team focused on the following criteria:

Mobility, Economy, Efficiency, Individuality. The product should also address specific requirements: Sector-specific technical English is imperative for Konica Minolta Service employees and is just one example of the specific requirements set forth by Konica Minolta Academy team. At the end of the selection process, Auralog's TELL ME MORE<sup>®</sup> was chosen as the best fit. The selection was made because of the extensive content the solution offers, the specific content creation options, learning motivation, learning support and tracking using the tutor tools, as well as extensive support throughout the implementation process.

#### The right selection: The solution and its implementation

After selecting the language learning solution, Konica Minolta started a on-site pilot project with 35 employees in July 2005. The pilot was designed to pinpoint the exact organizational, technical, and conceptual learning objectives. Because of the success of the initial implementation, the specific learning contents for individual users were created in September 2005. Working hand in hand, the Konica Minolta Academy and Auralog's Technical and Editorial departments created business specific learning solution.

## TESTIMONIAL

*"With all learning initiatives under taken in the Konica Minolta Academy, we would like to address three criteria: The success of our clients increases, the quality of our employees increases, and we manage this realization with optimal economy. The TELL ME MORE® solution is a perfect fit for our efforts."*

**Christian Gauss-Kuntze Manager, Konica Minolta Academy.**

The content mainly consisted of the TELL ME MORE® standard contents, while a large part of the content was being created sector specifically for Konica Minolta. Furthermore, the organization also decided to implement the e-tutoring solution, giving learners the opportunity to contact a tutor at any time. Detailed learning reports sent out regularly in addition to continuous communication between the learner and the tutor further show the superiority of Auralog's solution. The customized learning solution starts out with a placement test to precisely evaluate the language proficiency of each employee, placing the employee in the appropriate level. The Auralog certification test concludes the training and serves as an excellent basis for the Academy designed final exam on the Mplus certification process.

### **Auralog's complete package**

To implement the solution, Auralog offers an extensive All-Inclusive-Service: Servicing the entire project requires continuous and intensive individual support, technical help, as well as logistic understanding. Participating in numerous kick-off events and presentations at the beginning of every learning group, Auralog provided additional support in the getting-started process.

The results speak for themselves: Already after the first pilot group in July, the recorded learning times were excellent. Also the internal communication system was taken advantage of by numerous excited users.

"The success of the project can already be seen from the positive, very well received side effects. Therefore the English WBT is already part of our trade partner program, and constant new additions are being made." says Christian Gauss-Kuntze.

Additional international English training projects for Konica Minolta employees in Russia, Turkey, France, Poland, and the Czech Republic have already been realized after making user platform available.

### **About Konica Minolta:**

Konica Minolta Business Solution Europe, headquartered in Langenhagen near Hanover, is an international operation focusing on document imaging and office communication systems.

The parent company, Konica Minolta Holding Inc. is headquartered in Japan.

### **The progress of the learners:**

80% of the learner who had previously taken the placement test showed progress.



**80%**

**TELLMEMORE®**  
Corporate

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