



“GlobalEnglish Assessment was the right solution for us to ensure we hire high-quality applicants, especially as we introduce new cruise ships and continue to hire new staff.”



Norwegian Cruise Line is the innovator in cruise travel, with a 50-year history of breaking the boundaries of traditional cruising. Recently, the line was named “Europe’s Leading Cruise Line” for the ninth consecutive year by the World Travel Awards.

A Global Assessment Program to Eliminate Customer Complaints

Business Need

Norwegian Cruise Line (NCL) recruits worldwide on an ongoing basis, and with the introduction of new ships to the fleet, thousands of positions need to be filled quickly, in addition to managing new hires to maintain excellent service on existing ships.

In a given week, NCL interviews approximately 300 candidates—in person, over the telephone and online.

NCL recognized that the level of English proficiency of its staff was a key factor impacting the overall quality of their customer service, with 15% of complaints related to employees who did not understand the needs of guests because of a language barrier.

Solution

NCL adopted a **GlobalEnglish Assessment** program based on the Versant speaking test.

The test met NCL’s business needs because it could be conducted over the telephone in 10 to 15 minutes with results provided directly to the recruiter online within minutes after an applicant completes the test.

The results enabled NCL recruiters to objectively evaluate the critical success factors for customer service satisfaction that depend on language.

The recruiting team was also able to apply spoken language standards consistently across all recruiting locations and roles.

Outcome

NCL recruiters have been able to administer the tests to their geographically dispersed applicants efficiently and have improved customer service across the board.

NCL effectively screened 1,300 applicants in a single year across global locations.

Employee retention increased 20 percent due to hiring staff with the right language skills.

One year after implementing the test, NCL has eliminated guest complaints about their staff’s inability to communicate in English.