



In addition to being cost-effective, the program delivered better efficiency and productivity, higher levels of employee engagement, and improved collaboration.



Intesa Sanpaolo is among the top banking groups in the eurozone, with a market capitalization of 52.9 billion euros and a workforce of 90,000.

## Driving Collaboration across an International Network

### Business Need

Alongside its 4,500 Italian branches, Intesa Sanpaolo operates 1,400 branches serving 8.4 million customers in areas within Central Eastern Europe, the Middle East and North Africa.

An international network of specialists also supports corporate customers across 29 countries where Italian multinational companies are most active, including the United States, Russia, China and India.

The bank set a strategic goal of improving the business communication skills of its workforce to enable more effective global collaboration and increase customer satisfaction by developing their Business English skills while enhancing organizational productivity.

### Solution

**GlobalEnglish Assessment** was used to evaluate the existing Business English skill levels of nearly 3,000 members of its Italian workforce. The assessment included familiar, business-specific content from the company's own work environment.

The **GlobalEnglish One** platform and **GlobalEnglish Coach** were deployed for a best-in-class blended learning solution. Exercises involving accents and dialects allowed learners to listen to different people from around the world speaking English, offering ideal preparation for conference calls. Relevant content built into the program also included topical articles and opinion pieces that kept learners in tune with the context of global business.

### Outcome

The GlobalEnglish customer success framework and *flipped classroom* approach delivered a cost-effective program with better efficiency and productivity, higher levels of employee engagement, and improved collaboration.

- **99%** of users were **active participants** in the program
- **63%** improved **one level**, while **13%** improved **more than two levels** in six months.

A survey of just over 2,000 employees revealed that **76% of participants had met or exceeded their targeted improvement goals** during the aggressive six-month time frame.