



“The beauty of GlobalEnglish is its flexibility, such that users can visit the site and carry on learning and practicing different skills at their own pace.”



HKBN is Hong Kong’s premier provider of fiber-based telecommunication services and the fastest-growing broadband service provider in Hong Kong.

## Increasing Productivity to Improve Customer Service

### Business Need

In a highly competitive industry, HKBN decided to set itself apart by introducing private banking-style personal account management to the telecoms industry, which is accustomed to long hold times and waits.

It determined that Business English was a crucial part of its effort to give the company a competitive edge.

HKBN sees Business English as both a competitive differentiator and a talent recruitment and retention tool.

Employees seeking to qualify for promotions must demonstrate a required level of English competency, among other requirements.

### Solution

HKBN decided to partner with GlobalEnglish due to its cost-effective, scalable SaaS suite and its experienced team of business consultants who advised HKBN on how to integrate the **GlobalEnglish One** platform into a multifaceted talent development strategy.

### Outcome

An employee survey illustrated tangible gains in improved communication, increased collaboration and direct productivity increases across the company.

- **88%** agree that GlobalEnglish has helped them **improve their communication** at work
- **76%** agree that GlobalEnglish is **relevant to their job**
- **76%** have been able to **apply their learning on the job**

Based on HKBN employees **saving at least one hour per week** from improved Business English skills, the company estimates a **gain of 7,673 person-days of productive time** in total.