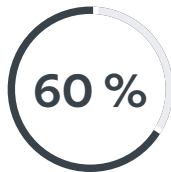
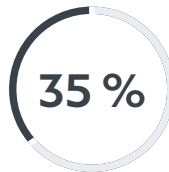


Confident in business — with Babbel Intensive

With both app-based instruction and live online tutorials, employees improve their Business English with Babbel – individually and professionally.



saw a clear improvement in their English competency



reduced their language barriers

Top 3 Reasons To Use Babbel

- ✓ flexibility with app-based learning and online tutorials
- ✓ regular user reports about learning behavior
- ✓ learners clearly improved their competency in English

The Challenge

Insight Enterprises is a leading provider of IT products and services, primarily in the English- and German-speaking markets, with approximately 6500 employees worldwide. At the request of the employees in the German branch, the company sought out a professional, efficient language course for Business English.

“What convinced us about Babbel? The direct contact with online tutorials and the freedom to learn based on individual interests and time availability.”



Markus Himmelreich,
HR Manager,
Insight Technology Solutions GmbH

Why Babbel?

Employees could choose their own lessons and learn independently, based on their individual language levels. At the same time, with the online tutorials they could interact with native-speaking instructors to address questions, study specific topics in-depth and improve their fluency.



“With the app and the tutorials, Babbel really helped to reduce language barriers, or even eliminate them altogether.”

In internal live sessions between English- and German-speaking employees, learners were able to use their new language abilities in a direct, immediate practical context. “Babbel is great, and makes total sense,” Himmelreich explains.

Summary

With Babbel Intensive for Business English, employees were able to gain more confidence and language competency in their professional lives.