

Improving interdepartmental & customer focused communication — with Babbel

With Babbel, Sodexo employees of all levels tackle Spanish and English skills for improved work and life quality.*



gained more self-confidence and self-efficacy



felt more comfortable speaking English at work

Top 3 Reasons To Use Babbel

- ✓ intuitive tool for diverse needs
- ✓ content that mirrors real-life situations
- ✓ convenient onboarding and motivation material

The Challenge

Sodexo is one of the world’s largest food services and facilities management companies. In the US, the company faced two challenges: ESL front-line employees with difficulties communicating with customers, and managers with low Spanish proficiency with difficulties communicating with team members. Babbel offered a tool which met their diverse needs and motivational demands.

Why Babbel?

With the Babbel app, employees and managers were able to practice vocabulary and oral skills in an independent learning environment and improve their skills at their convenience. The short 15 minute lessons inspired successful, regular training for all learners and also allowed learners with low technical literacy to adjust to the new language as quickly.

“I could listen to expressions, repeat, and listen to them as many times as I wanted.” **A participating Sodexo employee**

Babbel’s onboarding material ensured a smooth start, while weekly reminders kept learners on track with individual learning goals. The learners especially appreciated the lessons related to their daily interactions at work.



“Learners are likely to be more engaged if the learning content mirrors the real-life language usage.”

Linguists at the University of Massachusetts, Boston, USA

Summary

The individual and independent use of Babbel increased the employees’ willingness to communicate and made them feel more confident. Sodexo benefited from improved internal communication and better customer service.

* This case study is based on the results of a study conducted by linguists at the University of Massachusetts, Boston, USA.