

Promoting Language Skills Across the Company

With Babbel, employees are motivated to learn English and improve their speaking and writing skills for everyday professional life.



Top 3 Reasons To Use Babbel

- ✓ language level, topics and lessons individually selectable
- ✓ learners learn English when and where they want
- ✓ manageable and straightforward costs

The Challenge

Conrad Electronic, a family-owned company founded in 1923, is one of the leading omnichannel providers for technology and electronics. With subsidiaries in 16 European countries, English is essential for communication between employees.

"It's important to understand the language, but also to be able to accurately express oneself in speaking and writing."



Alexandra Fenzi,
HR Development Expert,
Conrad Electronic SE

Why Babbel?

Babbel helps Conrad further increase language skills across the company. With maximum inde-

pendence and motivation, Conrad employees can improve their English skills, even in their flexible working environment.

"The feedback is consistently positive, and even after a year the interest hasn't gone down."

Employees can use the short Babbel lessons to learn to write, read, understand and speak English, when and where they want. They can put together their lessons based on what they already know and can each set their own individual pace.

Summary

With the Babbel courses on their internal training platform, Conrad Electronic offers their employees an attractive, flexible tool for learning English and benefits from smoother communication in their workforce.

Photo: Conrad Electronic SE