

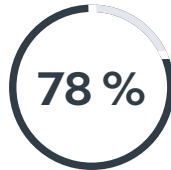
Sodastream

Fostering Language Skills — with Babbel Basic as Employee Benefit

Reaching Business English goals with the Babbel App



praised the app's ease of use



improved their vocabulary and comprehension

Top 3 Reasons for Babbel

- ✓ Employee benefit with top value for money
- ✓ Business English with relevant themes
- ✓ Entertaining, easy-to-use online tool

The Challenge

Sodastream GmbH is a manufacturer and dealer of home-based water carbonation systems and currently operates as market leader in 46 countries. This international company supports the continual development of its teams and offered its employees in the DACH region (Germany, Austria, and Switzerland) a week of training, including the opportunity to improve their Business English skills — particularly for internal communication.

"Babbel is an online tool that's fun to use — and more affordable than any previous language learning programs we've used."



Randolph Ruf,
HR Manager DACH,
Sodastream GmbH

Why Babbel?

Babbel's digital language learning platform fulfilled all of Sodastream's criteria and offered a simple, easy-to-use platform for English learning, one that offered both, a positive learning experience and great value for money.

"Employees who decided to learn English with Babbel found the app entertaining and easy to use. The app was really well received all around."

Additionally, with Babbel's regular user reports (tracking such metrics as login numbers and user behavior), Randolph Ruf was able to receive a regular impression of how employees were progressing with their English learning.



Conclusion

With Babbel, Sodastream was able to offer employees an attractive tool to meet their Business English goals. Through this cost-effective employee benefit, Sodastream was able to support improved internal communication.