

GBALENGGLISH PILOT SURVEY FOR CITY TELECOM

Dec 2010



CONTENT

- Strategic Business Drivers for GlobalEnglish
- Survey Purpose and Methodology
- Key Findings
- Key Outcomes
- Appendix: Detailed Findings

CTI Strategic Business Drivers for GlobalEnglish

- CTI Talents are a key asset to achieve BHAG 2016
- Strong focus on Talent Learning & Development - *English as a basic “hygiene” factor for managers.*
- *Enhance Cost Efficiency & “Do more with less” Strategy* - Leverage programs that can deliver scale and consistency, and be deployed as a company-wide standard.
- *Strengthening leadership skills & the global leadership pipeline*
 - Place the right people in the right positions
 - *“The knowledge, execution capability and vision of our team needs to be nurtured to evolve into a mature and impeccable management team”*

SURVEY: PURPOSE AND METHODOLOGY

■ Purpose:

- + Measure impact of the GlobalEnglish service.
- + Measure users' satisfaction and impressions of the service.
- + Discern any significant trends.
- + Identify ways to better support City Telecom learners going forward.

■ Methodology:

- + City Telecom participants were enrolled in a 40 day pilot run (from October 11th to November 29th, 2010)
- + A link to the survey was provided through an email. The link was active on the website between 8th Nov.2010 and 19th ,Nov.2010.
- + 17 out of 46 City Telecom users responded to the survey for a 37% response rate.

SURVEY PART ONE

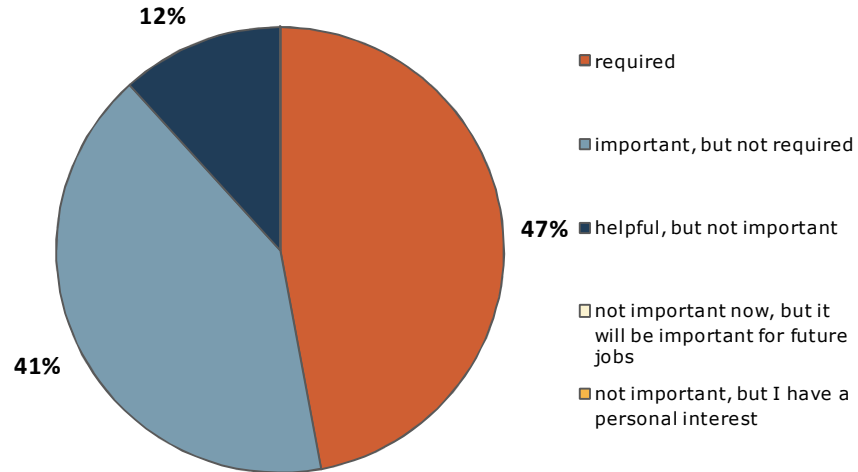
Needs/Gap Analysis

KEY FINDINGS: NEEDS ANALYSIS

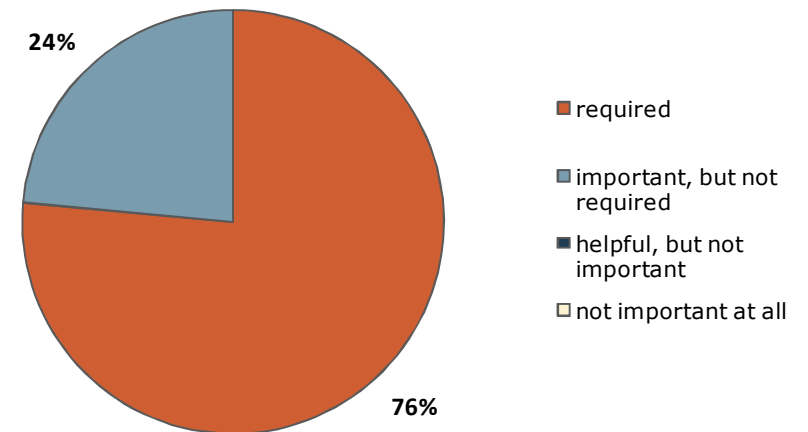
- English is important and necessary at City Telecom.
 - + **88%** indicate English is required in their current job.
 - + **100%** indicate it is required to advance in the company.
 - + **88%** use English daily or a few times per week.

ENGLISH IS NECESSARY AT COMPANY

Q1. How important is it for you to know English in your current job?



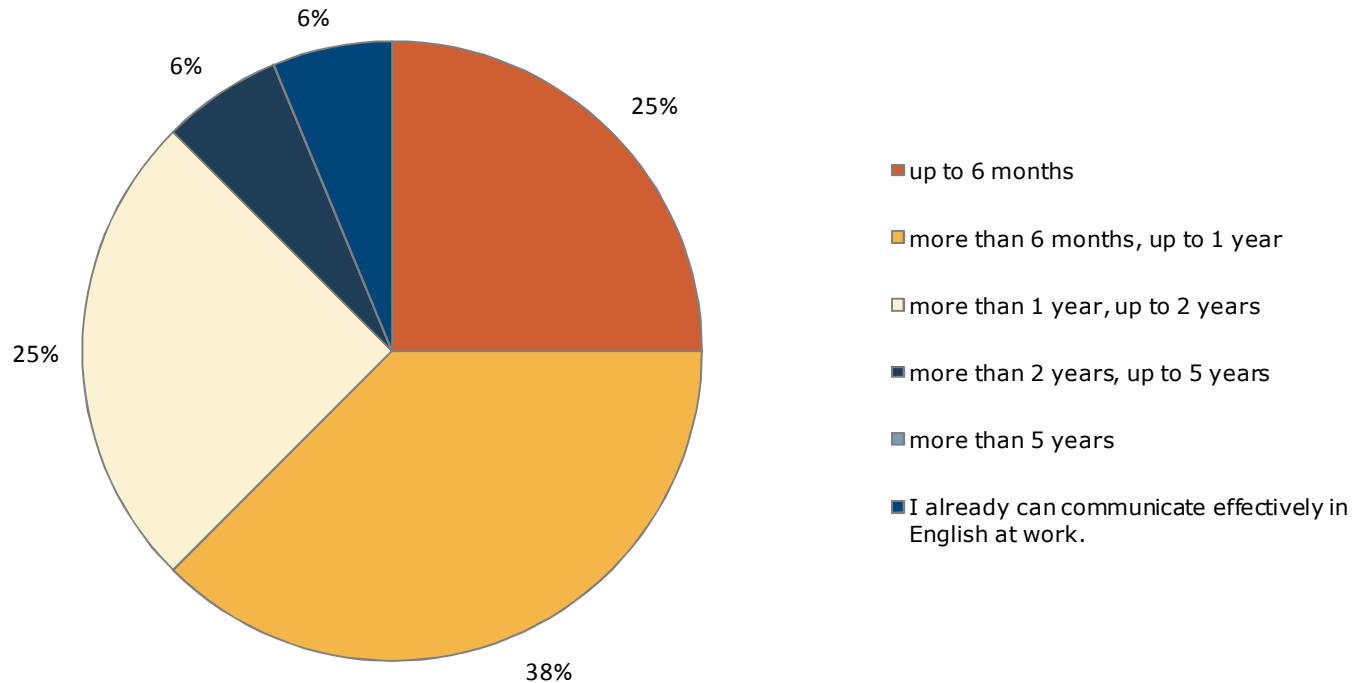
Q2. How important is it for you to know English to get a promotion at your company?



EXPECTED LENGTH OF STUDY

Only 6% of your respondents indicated their current level of English is *sufficient* for their job.

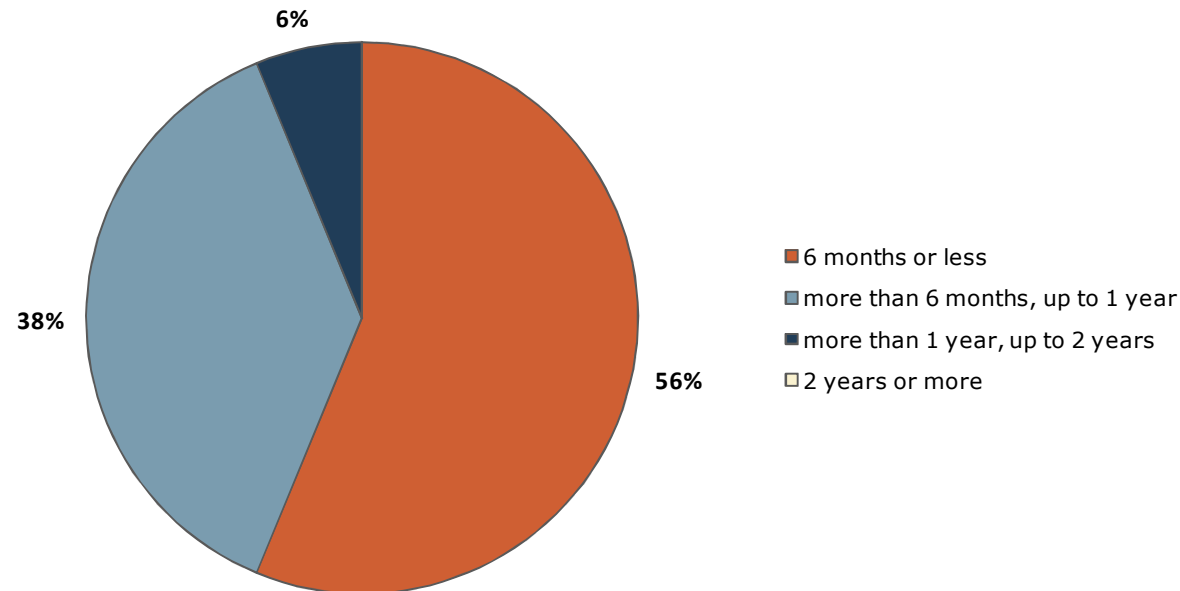
Q25. How much longer do you think you will need to study English to be able to effectively communicate in English at work?



URGENCY OF NEED

Meanwhile, 94% of your respondents said they needed to improve their English skills within 12 months....

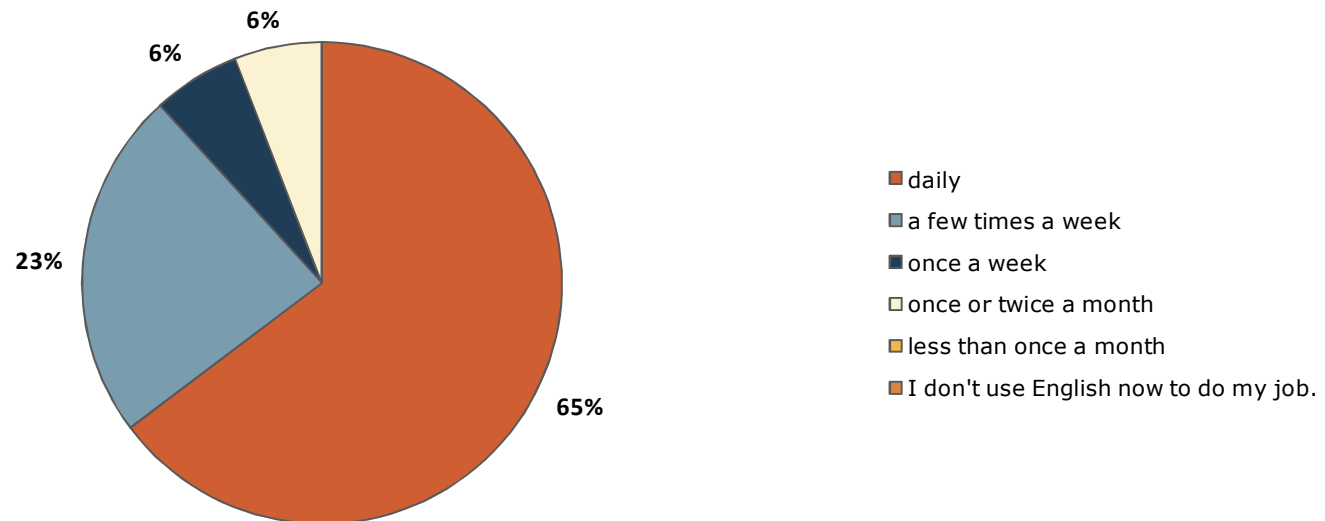
Q6. How soon do you need to improve your English Skills?



FREQUENCY OF ENGLISH USE

*...when **88%** of your respondents said they needed to use English daily or a few times a week at work.*

Q4. How often do you need to use English to do your job?



DIFFICULT BUSINESS SITUATIONS

The top business situations that caused learners the most difficulty in their current job when using English all involve using their **producing business documents**.

Q7. When you use English in your current job, which business situations cause you the most difficulty?

POSSIBLE RESPONSES	% OF TOTAL RESPONSES
producing business documents	65%
conducting business negotiations	59%
participating in meetings	47%
socializing with English-speaking business colleagues	47%
participating in business conferences or training events	47%
delivering business presentations	47%
participating in telephone conference calls	35%
conducting strategic business planning and management discussions	35%
responding to questions/requests and offering assistance	35%
having one-on-one business telephone calls	29%
producing and understanding business email	29%
understanding business documents	29%
helping other non-native English speakers use English at work	24%
handling travel arrangements and situations	6%

COMMUNICATION PARTNERS

Q5. Who do you communicate with in English? (Check all that apply.)

POSSIBLE RESPONSES	% OF TOTAL RESPONSES
Managers and executives	71%
Co-workers	71%
Customers	65%
Suppliers	47%
Subordinates	29%
Other	0%

AN ENGLISH SKILLS GAP EXISTS AT CTI

- **100%** of your respondents indicate English is required or important for them to know to do their current job.
- Yet **6%** of them currently have sufficient English skills to handle it.
- **94%** of the respondents still need to improve their English skills within one year.
- When **88%** of them currently need to use English daily or a few times a week.

SURVEY PART TWO

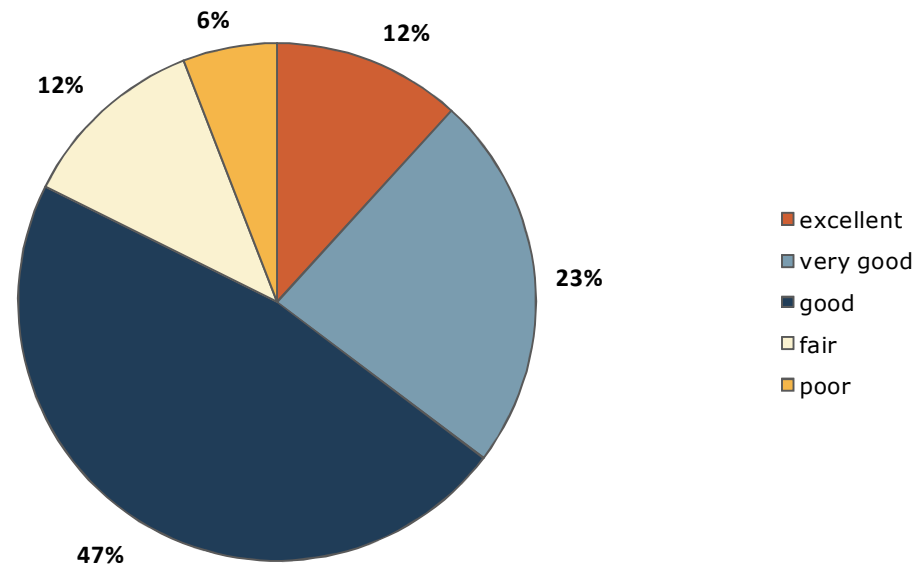
User Satisfaction

KEY FINDINGS: USER SATISFACTION

- Satisfaction with GlobalEnglish is high.
 - + 83% rated their overall experience with the GlobalEnglish service as excellent, very good or good.
- Users are likely to recommend GlobalEnglish.
 - + 88% users are likely to recommend the GlobalEnglish service to a friend or colleague.

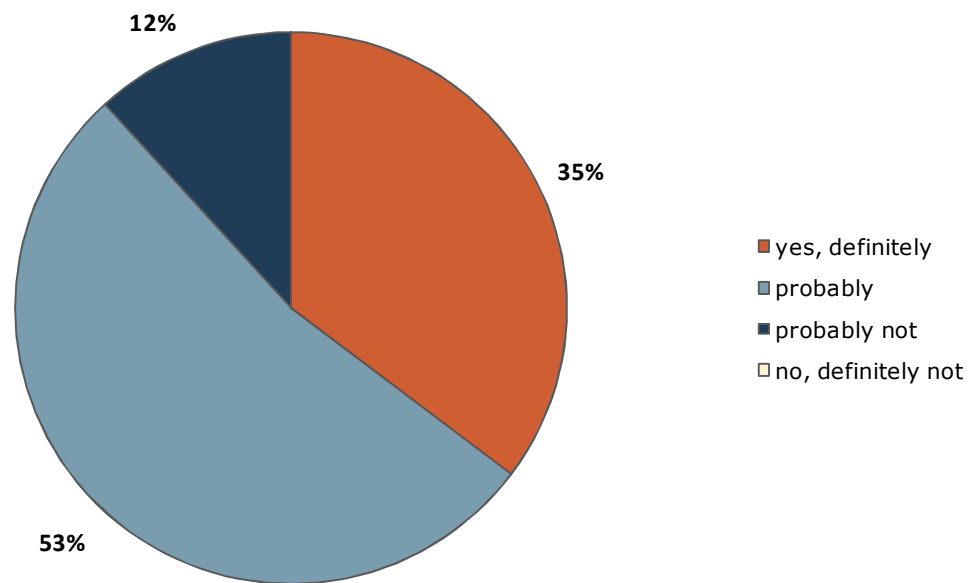
USER SATISFACTION

Q10. How would you rate your overall experience with the GlobalEnglish service?



USER SATISFACTION

Q13. Would you recommend the service to a colleague?



REASONS FOR HIGH SATISFACTION AND REFERRAL

(quote from learners)

- Help me improve my English standard.
- improve English language skills
- It is easy to use and covers a lot of grounds in business .
- User friendly
- there are a lot of resources that is useful for me
- 1. Comprehensive, including from listening, speaking, writing to reading.
2. Materials are directly related to business environment
- allowed a most convenience & flexible training schedule.
- it`s can help me!

SATISFACTION DETERMINANTS

The factors that are most important in determining Satisfaction focus on the *flexibility* of the service.

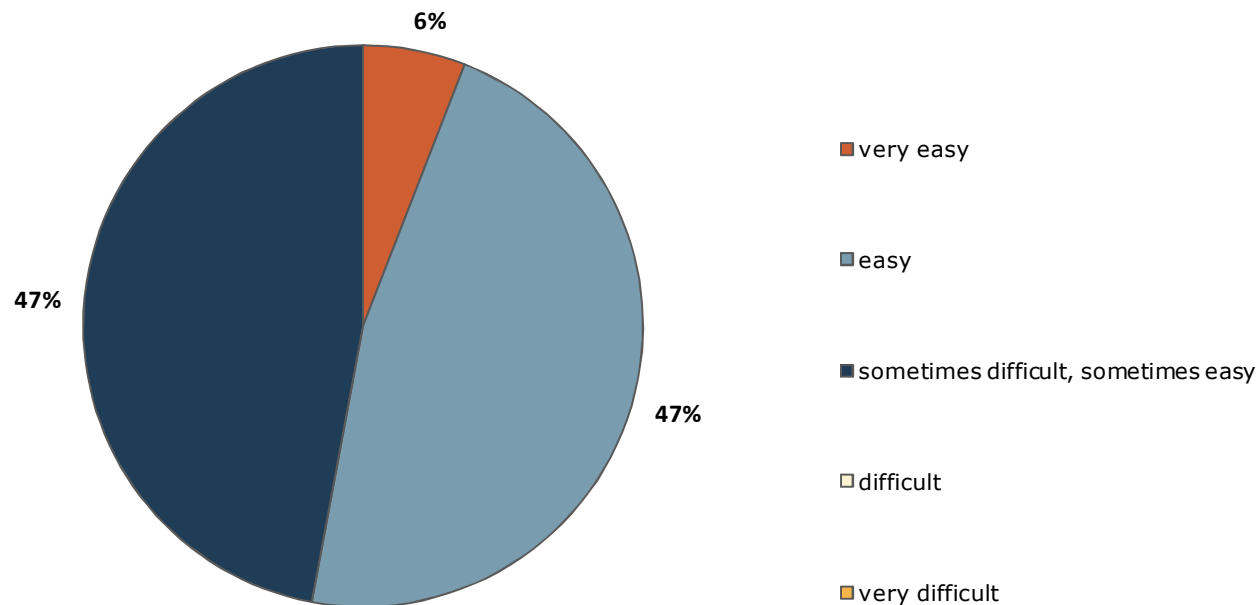
Q24. What are the three most important aspects of an online English language training service? (Check up to three.)

POSSIBLE RESPONSES	% OF TOTAL RESPONSES
I can study anytime, anywhere.	65%
I can make progress at my own pace.	59%
I get feedback on my progress.	41%
I can study a little at a time.	41%
I learn skills I can use at work.	41%
I have a learning plan that is personalized for my goals.	35%
The learning experience is interesting.	24%
I can practice anonymously.	18%
I can interact with other students.	18%
I receive reminders to help me stay on my plan.	12%
I can talk with a teacher anytime.	12%
Other	0%

EASE OF STUDYING WITH GLOBALENGLISH

53% of your respondents said it was very easy or easy to study with the GlobalEnglish service.

Q19. How easy or difficult is it to study with the GlobalEnglish service?



SURVEY PART THREE

Application of Learning

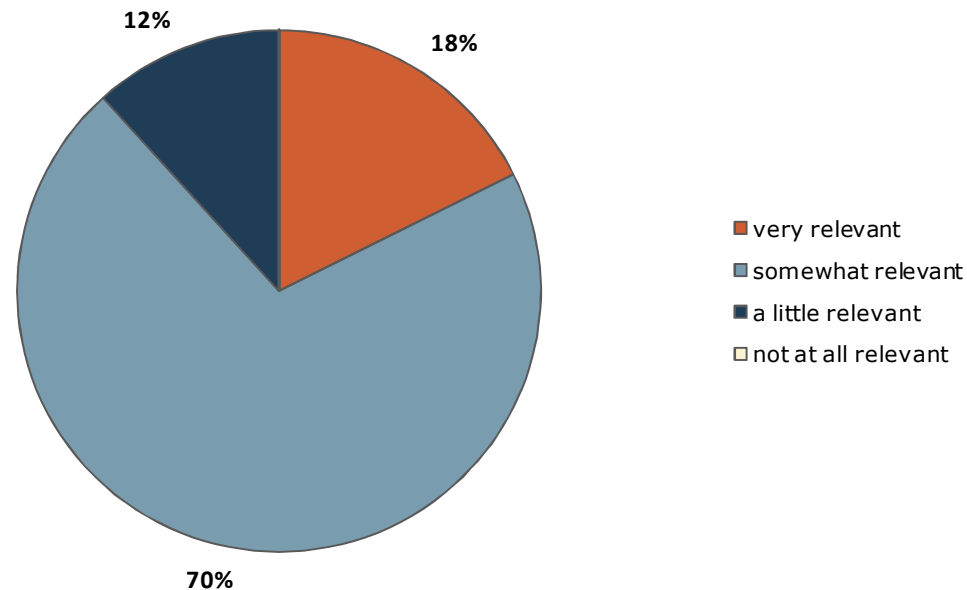
KEY FINDINGS: APPLICATION OF LEARNING

- GlobalEnglish is helping employees improve their ability to communicate at work.
 - + 89% agree that GlobalEnglish is relevant to their job.
 - + 77% indicate they have been able to use what they have learned in GlobalEnglish on the job.

THE LEARNING IS APPLICABLE TO THE JOB

89% of your respondents found GlobalEnglish relevant to various degrees to their current jobs.

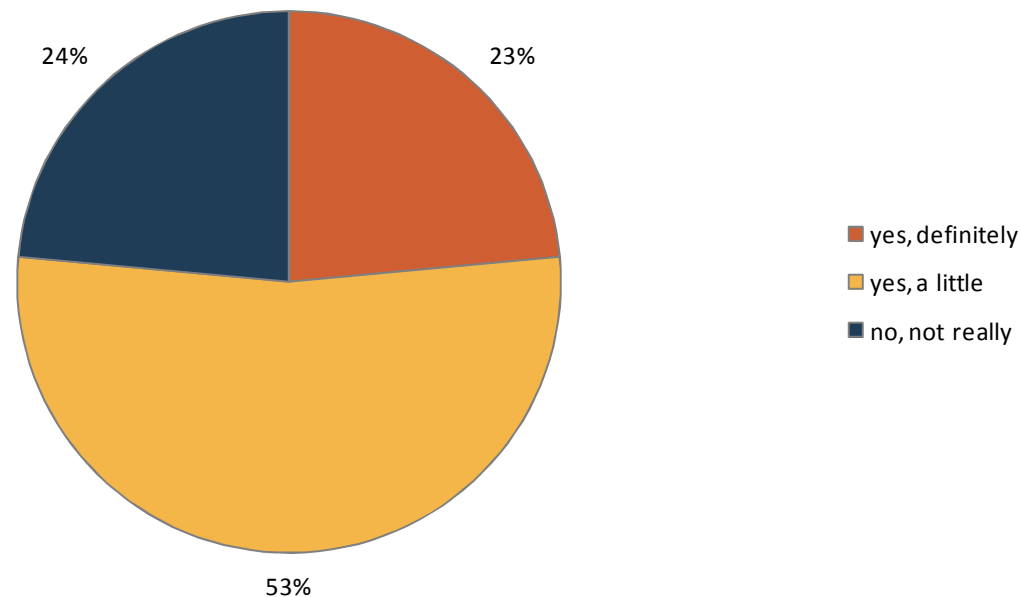
Q15. How relevant is the GlobalEnglish service to your job?



APPLICATION OF LEARNING

77% of your respondents said they had already used their new English skills on the job, despite having used the GlobalEnglish service for fewer than 1 month.

Q8. Have you used what you've learned from the GlobalEnglish service in your job?



HOW USERS ARE APPLYING THEIR NEW ENGLISH SKILLS

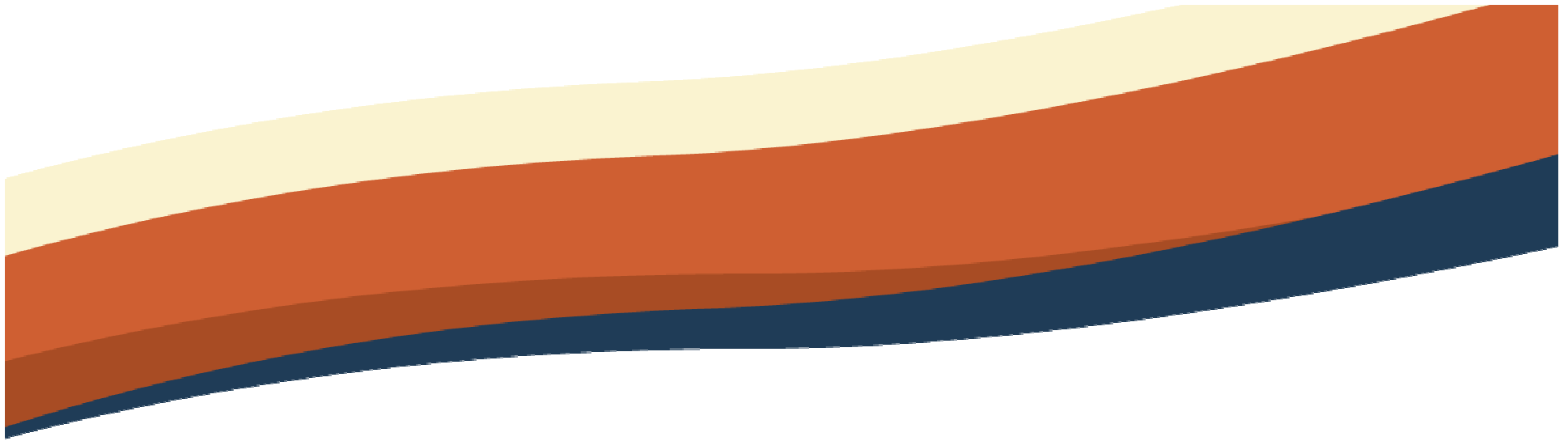
- 在可能性發生的那部分使我更加清晰使用哪個詞所表達的程度多少。
- Make conference call with vendor
- Some of the new words are pretty useful in daily email communications
- Write email
- customer presentation & e-mail communication

KEY OUTCOMES OF CONTINUED USE OF GLOBALENGLISH

- City Telecom employees will be more efficient and drive revenues
 - + Employees with improved business English skills will be more efficient, productive, and better able to meet customers' needs.
- Response times and communication accuracy will improve
 - + An employee who receives just ONE email per day in English and takes 10 minutes LESS to read and respond to it gains 40 hours of productive work time over the course of a year
 - + In addition to productivity gains, there will be less re-work and waste as accuracy in producing and understanding English improves.
- Key employees can be considered in the succession planning process
 - + Future leaders who come from diverse parts of the organization will now have the English proficiency required to accept new responsibilities.

FINAL COMMENTS FROM SOME CITY TELECOM LEARNERS...

- I found some questions in survey are not right questions to whom are use it just beginning.
- It has been a fruitful experience, learnt new words and phrases while refreshed memories on Grammars
- Its a good tools to improve your English from less to more, especially for those who cannot study at school.



“The course materials are very comprehensive, particularly the different learning options in the skills center. The beauty of the course is its flexibility, such that users can visit the site and carry on learning and practicing different skills at their own pace. The course materials cater for our Talents with different needs. With personal coaching's additional tuition and users' commitment of time for practice, our Talent's English will definitely improve by using GlobalEnglish”.

City Telecom CEO, William Yeung



APPENDIX

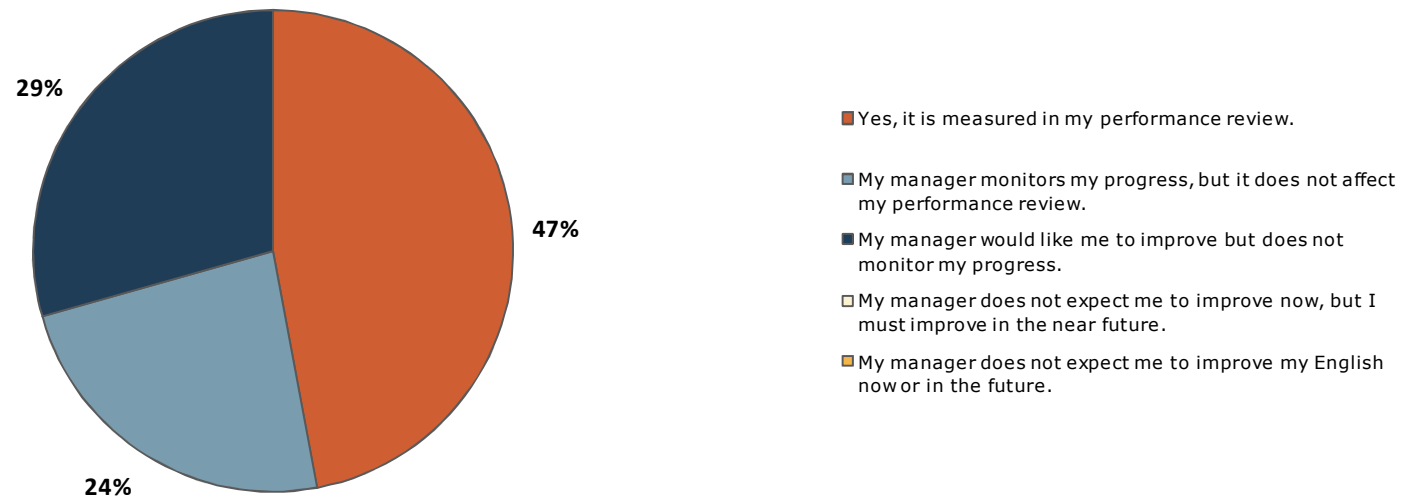
Detailed Findings

DETAILED FINDINGS

- Manager's Expectations
- Where GlobalEnglish is Used
- Information Needs
- Technical Difficulties
- Demographics

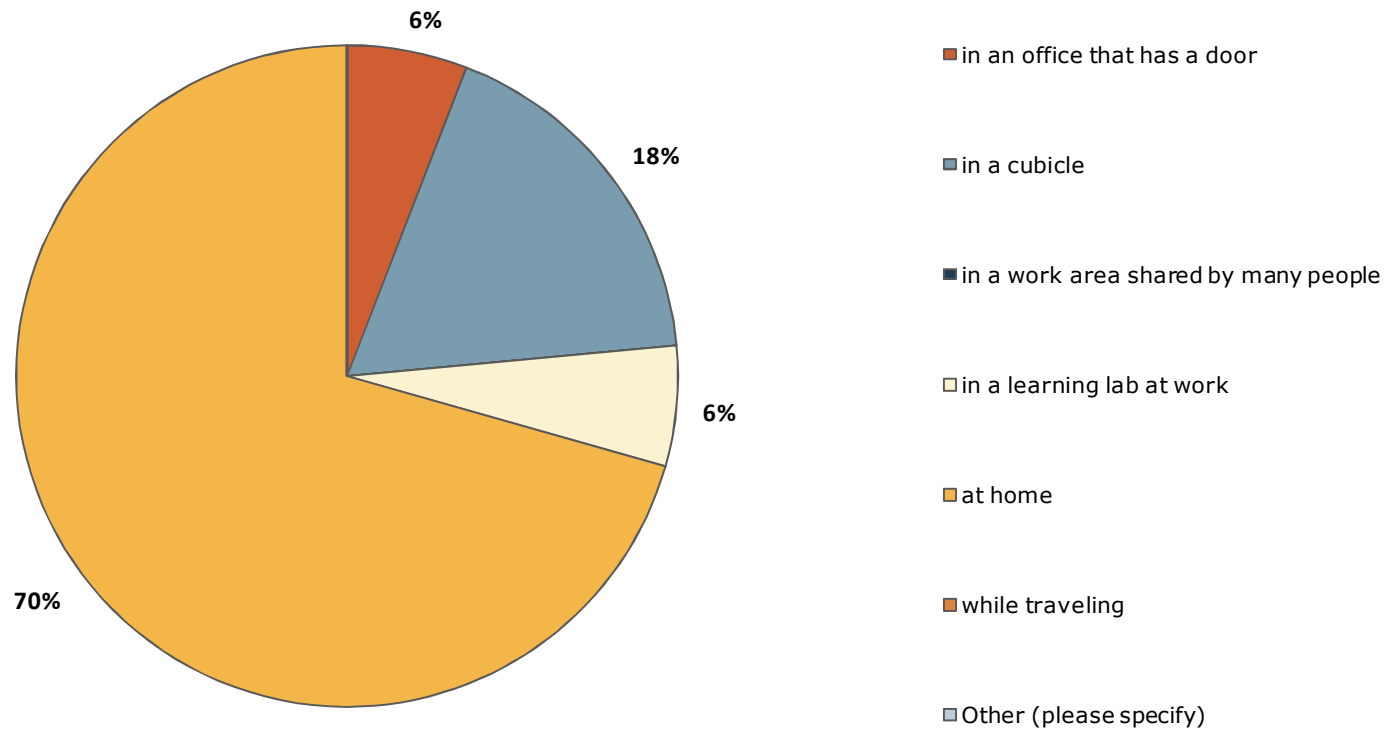
MANAGER'S EXPECTATIONS

Q3. Does your manager expect you to improve your English?



USE OF THE GLOBALENGLISH SERVICE

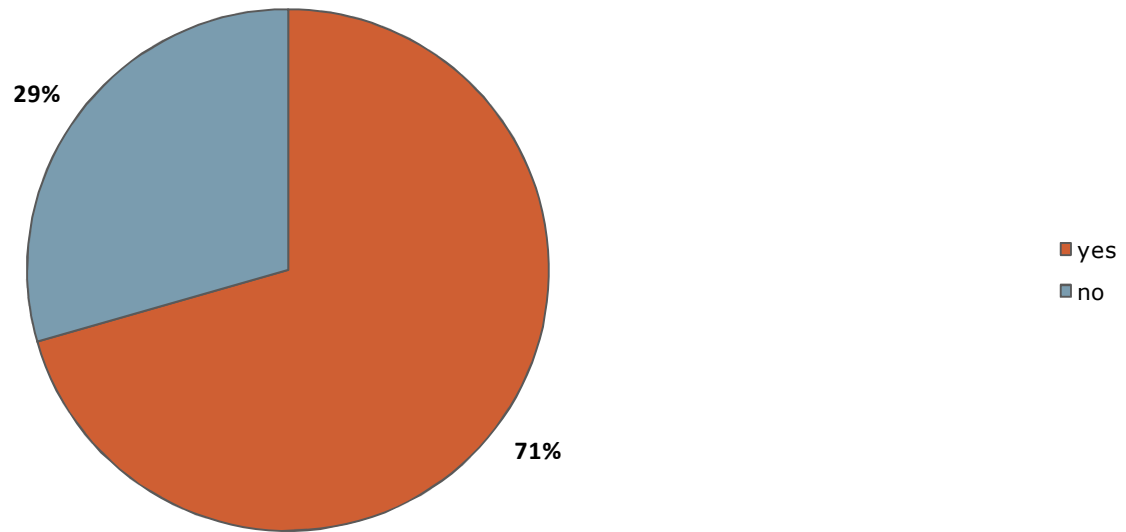
Q18. Where have you been using the GlobalEnglish service the most?



INFORMATION ABOUT GLOBALENGLISH

71% of your respondents said they received enough information about GlobalEnglish before starting to use it.

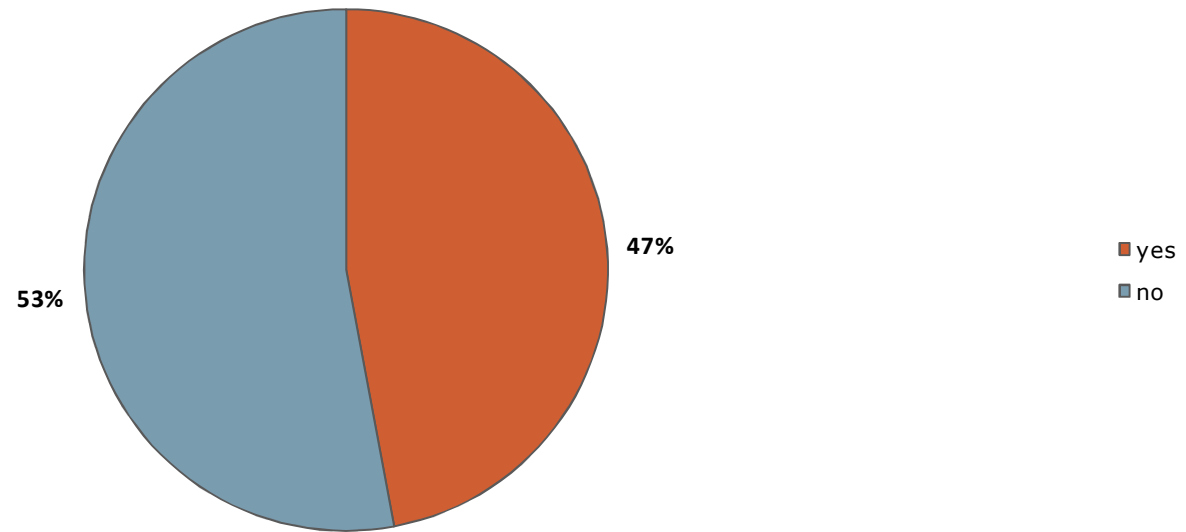
Q16. Did you receive enough information about the GlobalEnglish service before you started using it?



TECHNICAL DIFFICULTIES

47% of your respondents said that they encountered technical problems while using the GlobalEnglish service.

Q22. Have you had any technical problem that have made it difficult or impossible to use GlobalEnglish?



EASE OF USE

Q19. How easy or difficult is it to study with the GlobalEnglish service?

