



career
choice

Empowering the Frontline: How Amazon Career Choice Unlocks Talent and Propels Careers through Language Learning

Learn how Amazon Career Choice worked with goFLUENT to deploy a barrier-free language learning solution that unlocks success for its frontline employees.



Company Overview

Program Name:	Amazon Career Choice
Industry:	Learning and Development
Employees:	700,000+ eligible employees
Additional Details:	Amazon Career Choice is an education benefit available to hourly employees across 14 countries.

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Overview —

Amazon is a multinational e-commerce company located in more than 13 countries. As one of the largest employers in the United States (U.S.), it recognizes that the diversity of its workforce is the key to success.

One of Amazon's leadership principles is its dedication to setting its employees up for success, thus pioneering Amazon Career Choice to propel its employees' careers at Amazon or elsewhere through education and skill building. Part of Career Choice's learning suite includes providing language support for employees.

Career Choice recognizes that English proficiency is integral in improving the lives of its employees on the frontline. By having English proficiency, employees can pursue higher education and career opportunities. Career Choice also understands the unique challenges of its frontline workers, who need an optimized and barrier-free learning solution. As a result, it sought a language learning provider capable of providing innovative language classes that are aligned with Amazon's goal to enrich diversity and inclusion and backed by proven results.

In 2022, Career Choice partnered with goFLUENT to roll out an English Language Learning (ELL) program to address the language learning needs of its employees. Deploying a language learning solution specifically designed for frontline employees resulted in tremendous growth for learners and continuous progress in employees' education and careers.



The addition of ELL to the educational tracks was a direct response of Career Choice to its employees' feedback. Together with goFLUENT, they formulated a learning strategy that factored learner needs, company culture, and organizational goals.

goFLUENT worked hand-in-hand with Career Choice to determine the best approach for adapting its digital solutions for the frontline. Gathering learner feedback and data provided insights into program duration, class schedules, learning formats, and the overall structure of the curriculum.

The data analysis resulted in a three-month English program that combines self-paced eLearning, online lessons with professional language trainers, and support from designated learning advisors from day one.

Success Drivers

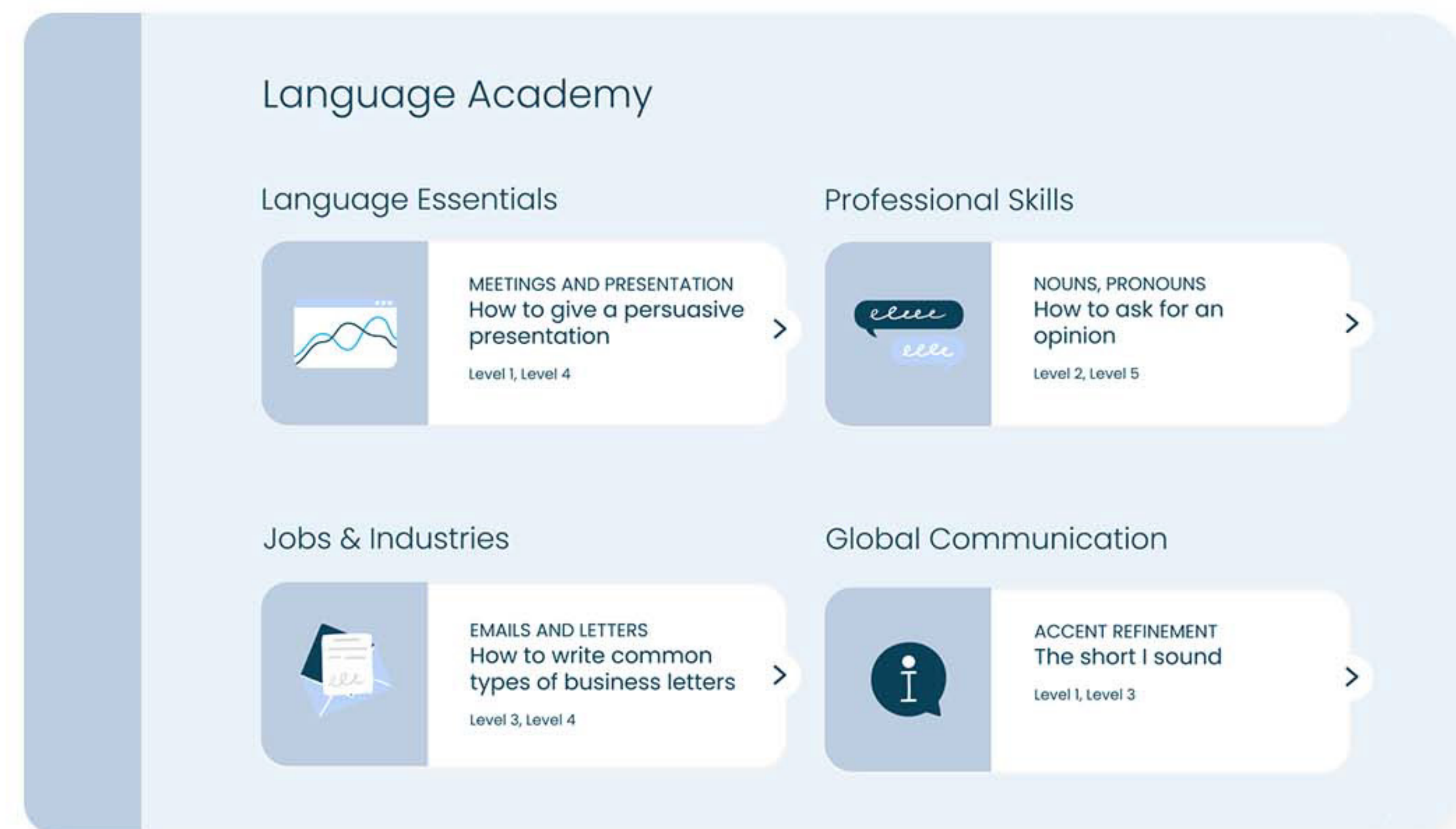
Success Driver #1:



Hyper-personalization and flexibility

Using goFLUENT's eLearning platform, Language Academy, language assessments were conducted to determine each learner's proficiency level. From here, the eLearning platform's interface recommended the appropriate learning materials for their level and goals and for their job functions and requirements.

goFLUENT also factored in how frontline employees consume learning materials differently than their desk-based peers. The learning content is formatted to work seamlessly on mobile devices.



A key aspect of the program is the availability of classes. goFLUENT patterned the ELL program to accommodate frontline schedules. Through Language Academy, the booking of lessons was made available on weekends, off-hours, late evenings, and early mornings. This allowed learners to maximize the program without sacrificing their schedules and other responsibilities.



Success Driver #2:

 Learner support and monitoring

goFLUENT and Career Choice both acknowledge the importance of data in administering learning solutions. They collect data points through regular reporting and monitoring to track learner progress, identify program problems, and devise appropriate solutions.

Setting weekly key performance indicators (KPIs) for each learner produced significant data to work with. This means learners received clear and objective guidance based on their learning track. Information on strengths and points for improvement, as well as changing priorities and goals, helped set or adjust milestones for each learner.

goFLUENT's learning advisors were instrumental in this process. They interact directly with learners to see which aspects each individual excels or needs improvement in. Furthermore, they can provide consultations with the learner to recommend materials or lessons corresponding to the learner's progress.

Success Driver #3:

Individual Lessons



Aside from providing learners with customized and relevant learning content, goFLUENT also wanted to build a safe learning space where learners can practice and express themselves through language learning.

goFLUENT believes that a critical part of accelerating language proficiency is being able to speak one-on-one with a professional language trainer. With Individual Lessons, learners are encouraged to engage in practice conversations and apply what they learned on Language Academy. They can also receive direct, real-time feedback and use the time with language trainers to synthesize what they talked about during the session.

Through directly working with trainers, learners can tackle key learning points and gain the confidence to use English in day-to-day conversations. The human aspect of language learning through Individual Lessons is vital for learners to take their skills from the classroom to the workplace.

Results and Impact —

Language learning enhanced communication and collaboration among employees. More and more employees used their English training to interact with their peers and translate for their managers and fellow employees. Moreover, outside the workplace, the program helped employees gain proficiency to pursue further education, which includes skilled training courses and college degrees.

Of the 3,280 goFLUENT ELL completers mentioned, the following pursued an education program after ELL:

 10.9%

pursued High School and General Education Development (GED)

 40.9%

signed up for Career Choice College Assistance

 48.1%

enrolled in Career Choice Pathways skilled training program

3,280 completers within 12 trailing months

Career Choice allows employees to leverage their English skills for personal and career growth. Over 3,280 employees have graduated from the program since October 2022.

4.9 of 5 overall trainer score from learner reviews

According to learners, some of the program's highlights are the Individual Lessons and the professional language trainers facilitating them. They also underlined the program's convenience in relation to their work schedule.



Developing language skills and confidence in the workplace paved the way for employees to set their sights on new roles and higher positions. The internal pipelines formed from the program's success opened new opportunities: There was an increase in the number of employees engaging in the company's interview process and, consequently, getting promoted.

Aside from boosting internal mobility, Career Choice also reports that completers expressed higher job satisfaction and stayed longer at the company.

97%

developed skills that they will need in 3-5 years

98%

improved career prospects

99%

developed language skills that help advance their careers

99%

enhanced relevant skills

From a survey of 965 Career Choice Learners

Career Choice continues to offer pre-paid tuition and be entirely opt-in for eligible employees. The inclusive approach to learning motivates employees to maximize the benefit and commit effort to the program.



Unlock success for your frontline with language learning

Book a Demo Today

This business case illustrates how delivering an innovative language learning program can be pivotal for upskilling frontline employees. goFLUENT's solutions directly tackle the specific challenges faced by frontline workers and optimize Career Choice's democratized learning benefit to meet employees where they are. The joint effort between goFLUENT and Career Choice resulted in higher engagement and employee retention, enhanced workplace communication, and career advancement.

About




goFLUENT accelerates language learning and assessment by delivering hyper-personalized solutions that blend technology, content, and human interaction available globally on any device.

Today, over 2,000 organizations in more than 100 countries trust goFLUENT's award-winning language solutions to ensure all their learners and candidates build the language skills necessary for confidence, growth, and inclusion.

Since its founding, goFLUENT has helped three million people become better communicators and continues to drive meaningful change by providing everyone an equal voice.



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