



Optec Zeiss boosts English confidence through a flexible learning solution



Optec Zeiss Group is a supplier of high-technology equipment and complete solutions for science, education, industry, and healthcare.



€ 5.82 billion in revenue



20,000 employees



Founded in 1846

“Thanks to goFLUENT, I have considerably **improved my vocabulary. Now, I can understand my colleagues** well in other countries, and I am much better at **understanding native English speakers.**”

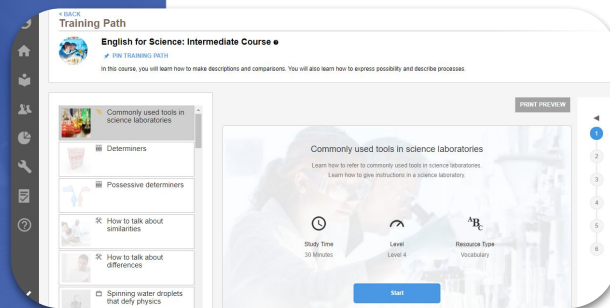
— Pavel Kraskovich, Sales Manager of Ophthalmologic Lasers and Diagnostics Systems, **Optec Zeiss Group Russia**

Situation

- Optec Zeiss Group’s main goal is to **improve communication between Russian associates and their international colleagues.**
- One of their main challenges is **fitting education in their employees’ busy schedules.**

Solution

- goFLUENT offered a **reliable 24/7 language learning solution** that includes:
 - Oral and written coaching
 - 24/7 access to language lessons
 - Unlimited access to eLearning resources such as videos and articles
 - Reliable and competent learning consultants
 - HR Portal to track learners' progress



Results

58%
of learners achieved **intermediate language level** on the first year of implementation

464
Total number of **lessons** taken (from Oct 2018 to Nov 2019)

1036
activities in total (from Oct 2018 to Nov 2019)

26.9%
Average language improvement among learners within a year

Impact

- Employees of Optec Zeiss Group said that they are now **more confident in communicating in English**.
- It's now easier for them to **exchange business emails** with foreign partners and **translate official work documents** for international colleagues.