

## Background

A leader in software R&D services, GlobalLogic has created a network of global innovation hubs throughout the US, India, Ukraine, China and Argentina. They are known for providing their clients with the most innovative and reliable software solutions. Owing to its global presence, its employees are expected to deal with an international clientele and obviously, communicate with them on a daily basis.

## The Missing Link

Among the commonly used mediums for communication, the English language serves as a pivotal force in overcoming language barriers. Therefore, proficiency in English is viewed as an indispensable skill in all of their employees. However, this skill was found lacking in a number of them who were, otherwise, technically sound. To address all their concerns related to the English language, GlobalLogic needed a comprehensive programme, which possessed all the prerequisites — modules on grammar, pronunciation, fluency, vocabulary and listening skills — essential for language learning.

Liquid eLearning Services Private Limited enhances the quality of learning in any environment by providing a new, customized programme for its client. English Communication Training has always been Liquid's forte, a fact endorsed by NASSCOMM and Deloitte. The team at Liquid understands that mastery of the English language prepares every individual to be globally competitive. The blended learning methodology, stringent quality control and thoroughly researched product content make Liquid an unrivalled presence in this arena. It was, therefore, not surprising for GlobalLogic to have chosen Liquid to provide them with a course that would fill in the language lacuna.

A demo by the training team convinced the Training Manager at GlobalLogic of the efficacy of the programme. In order to identify the exact requirement at GlobalLogic, a trainer visited the centre to conduct assessments. It was only after a detailed Training Need Analysis that a course suited for GlobalLogic was designed. Team members were assigned for the course by the Project Managers and the course commenced on October 2007, with a total of 18 learners.

## Liquid's Solution

The Intermediate product created by Liquid—Speech Edge was found to be best suited for GlobalLogic. Learners were introduced to the courseware and each one was given a learner CD. The product comprised the Instructor-Led Training (ILT) and the Computer-Based Training (CBT) segments. It was this unique blend of ILT and CBT that worked beautifully in improving English communication skills of the team from GlobalLogic. Fifteen Instructor Led sessions were held, with each session lasting for two hours. These interactive sessions were conducted twice a week by the trainers from Liquid. On the other hand, the Computer Led component (the CBT) encouraged the learners to work on their own, giving them ample time to discover their strengths and weaknesses. As part of the customization, learners were bombarded with audio recordings where speakers spoke with international accents, to improve their listening comprehension. A total of four batches were trained at GlobalLogic, with 56 learners being trained. The training for the third and fourth batches was conducted using the new version of the product clubbed with the classroom software, with excellent results. On completion of each course, post assessments were conducted to track the learning curve and to give the necessary inputs.



## Benefits

The programme has been well received as it has a lot of value add for the learners. After the completion of the course, the learners found that

- a) All their doubts pertaining to English grammar had been cleared and they did not find the language so intimidating anymore.
- b) They could speak as well as understand English better now because much emphasis had been laid on the importance of correct pronunciation and intonation.
- c) The product had addressed all their language related needs and now, they could interact with clients with renewed confidence.
- d) Their communication skills had improved tremendously which, in future, would empower them to handle group discussions and interviews in a better manner.
- e) They had reached a certain comfort level as far as English was concerned and this enabled them to deal with international clients with equal ease.

Not surprisingly, with only 45 training hours, there was an average 33.5% improvement tracked. In many ways, the programme gives a fillip to learners and is a doorway to better communication skills, enhanced confidence levels and thereby, better career prospects.

## The Applause

Liquid has been showered with glowing accolades from a large section of trainees. It was very encouraging to see that two of them were sent to the USA for different projects, being chosen even as they neared completion of the course. One of the learners even went on to say, "I would love to attend some more sessions like this". Liquid has received thumping feedback from GlobalLogic as this has proved to be a ready-made training solution that is effective both by way of results as well as cost.