

How improved English skills help CEMEX save 40,000 working hours a year

OUR CLIENT



A global leader in building materials, CEMEX supplies cement, ready-mix concrete, aggregates, and urbanization solutions to over 50 countries. Founded in 1906 in Mexico, CEMEX now has over 46,000 employees across five continents.



1,000+
learners

1.4 hrs
saved weekly per learner due
to improved English skills

40,000+
working hours saved per
year

92%
of learners would
recommend Learnship

CHALLENGES

Ensuring employees' English proficiency to improve efficiency and talent management

As CEMEX grew to the fifth-largest building materials company in the world, ensuring strong English language skills among its employees became both more important and more challenging. With employees in over 25 countries, proficiency in a shared language is crucial for communicating effectively both internally and with clients.

Limited English skills were holding back some CEMEX employees from advancing within the company into new roles, or participating in international projects.

This didn't only hamper individuals' career development. It also prevented CEMEX from

redeploying its skilled personnel from one region to another where needed, for maximum organizational efficiency.

CEMEX had previously used multiple, locally-run language learning programs to help employees improve their English. But as the company expanded globally, it became clear a more unified, efficient, and effective approach was needed.

CEMEX wanted a single language learning provider who could deliver a range of learning programs to meet all of its employees' varying language needs.

"The relationship with Learnship was easy to manage and our Learnship account team quickly felt like an extension of CEMEX. This made our day-to-day easier, knowing we could always count on the Learnship team to act quickly and be a trusted advisor."

Luis F. Gonzalez, CEMEX University

SOLUTION

A comprehensive range of language courses to address all learning needs

CEMEX engaged Learnship to deliver a comprehensive package of English learning courses for its employees and their families. CEMEX chose Learnship due to their strong expertise in business language and cultural communications training, and range of services.

CEMEX employees can access a variety of language learning courses and tools:

- **Rapid language proficiency assessments (Learnship Baseline).** These quick, accurate tests identify a learner's existing language skill level, and areas for improvement.
- **Self-paced e-learning for individuals (Learnship Solo).** Providing everything learners need to practice and improve their business English skills at their own pace. Bite-size activities are easy to fit into busy schedules, and business-focused content makes learning immediately usable.
- **Short, high-impact courses (Learnship Sprint).** To quickly pick up new skills without compromising learning quality. A blend of self-paced e-learning with virtual face-to-face training and mobile assignments.
- **Trainer-led, personalized language training for individuals or groups (Learnship Elevate).** Individual goal mapping informs a customized selection of business English courses using a proprietary virtual classroom.
- **Personalized, 1:1 executive training (Learnship Coach).** Premium training for individuals to fine-tune their business language and culture skills, or prepare for a specific high-stakes engagement (e.g. a board presentation).
- **Unique, hands-on learning programs custom-designed for specific groups.** For example, the Cement Operations Cohort, 46 high-potential employees whose limited English was preventing them from being promoted.

RESULTS

Enhanced staff productivity and more effective talent management

Improving CEMEX employees' English language skills has boosted their efficiency, productivity, and career advancement potential.

Each learner is saving an average of 1.4 hours of work time per week due to communicating more effectively in English. With around 600 learners per year, this translates into over 40,000 working hours saved annually for CEMEX.

Data from Learnship Baseline language proficiency assessments has helped CEMEX to better deploy and develop its human resources. After reviewing more than 2,000 individual assessments, CEMEX was able to map the English capabilities of its workforce and use this data to make effective training and recruitment decisions.

Over 1,000 CEMEX employees have studied with Learnship so far, across 25 countries. They have completed 23,000 hours of study time and 67,000 learning activities. 92% of surveyed learners would recommend Learnship to a colleague.

Would your business benefit from a range of language learning options to meet your employees' needs?

To find out more about how Learnship can help your business improve language skills to boost organizational efficiency, talk to our teams! Learn more and book an introductory meeting at <https://try.learnship.com/en/overview/>