

How Learnship's flexible language learning options help Crown World Mobility deliver quality customer service

OUR CLIENT



For over 50 years, Crown World Mobility has helped organizations big and small to move their employees anywhere in the world, from a few people to entire teams. Headquartered in Hong Kong, the company has offices in over 30 countries.



1,000

courses launched and still counting

94.4%

satisfaction rate

81%

participation rate

CHALLENGES

Meeting customer demand for flexible, modern language learning options

Relocation management company Crown World Mobility helps companies move employees to new countries, for long- or short-term assignments. Crown offers a wide range of services to make the transition smoother, including language training to help people settle in their new locations.

Crown decided to upgrade its language learning offering in response to two key market trends:

- People relocating are more tech-savvy and self-sufficient than ten years ago.
- Crown's customers increasingly want more choice and flexibility in language training for their relocating employees, including self-paced and digital solutions.

While Crown provides most of its services in-house, the company works with a small group of trusted partners to deliver certain services, including language training. To maintain its reputation for quality service, Crown selects its partners carefully.

"We were seeking a virtual language training provider that not only had a superior product but also shared our learning approach and our vision of the customer experience journey," says Joanne Danehl, Director of Global Skills, Crown World Mobility.



Joanne Danehl,
Director of Global Skills,
Crown World Mobility

"We trust our service partners to represent us well to our customers, to be an extension of Crown. Learnship was the right match for us – the product is excellent, and the corporate culture is a great fit for us. We've built an incredible partnership based on shared values around customer experience, trust, and transparency."

SOLUTION

Partnering with Learnship to provide high-quality, flexible language training

Since 2018, Crown has partnered with Learnship to provide language learning to its customers' relocating employees, Evolve Relocation Language. Learnship's services cover the entire learning journey, from needs assessment, to training, to evaluation.

Learnship offers a comprehensive range of flexible learning options. Learners can take courses starting from 30 hours long, or choose unlimited duration, depending on their needs and preferences. Evolve Relocation Language helps learners develop a deeper understanding of the language and culture of their new country. The courses cover over 12 languages and 40 countries, and are fully customized by the trainer to address the challenges the learner will face in everyday life.

Evolve Relocation Language courses come with indispensable additional resources, such as survival and destination guides, a fluency journal, and a self-study guide.

In response to demand from Crown's customers, Crown and Learnship also created a joint business plan to develop a new Scandinavian language course.

RESULTS

Exceptional customer satisfaction across 1,000+ language courses delivered

Crown's customers give a 94% satisfaction rating to Learnship's language learning courses, which enjoy an 81% participation rate. For Crown, this translates into successful relocations and satisfied customers.

"Our clients appreciate the different options and the quality training their assignees get," says Joanne Danehl. "We love having options to offer to all our customers, particularly those who embrace technology-based solutions and those who require flexible schedules."

Learnship's end-to-end support – from baseline assessments through training to evaluation – enabled Crown to increase the number of language learning programs it provides to customers.

In 2020, Crown's partnership with Learnship became even more crucial. "Without our relationship with Learnship, our ability to weather the COVID pandemic would have been dramatically diminished," says Joanne Danehl.

"People welcomed the chance to continue or start language training during lockdown. Learnship stepped in and took the additional learners we sent their way. The real cherry on the cake was that Learnship were willing to adjust the service delivery model to meet customer demand."

"Customers enjoy learning on the platform – the evaluation scores speak for themselves! And we enjoy working with Learnship – the product, the process, the people. Everybody we interact with is so professional and always does the best they possibly can for us and our customers. It's hard to put a price on that trust."

Joanne Danehl, Director of Global Skills, Crown World Mobility

Would your business benefit from partnering with a trusted provider to offer your customers a range of flexible language learning options?

To find out more about how Learnship can help your business improve customer service through high-quality language training, talk to our teams! Learn more and book an introductory meeting at <https://try.learnship.com/en/overview/>