

Case Study

EXECUTIVE SUMMARY

ArcelorMittal

- www.arcelormittal.com

At a glance:

- 300,000 employees
- Operations in 28 countries
- Commercial presence in more than 60 countries

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**learn@rosettastone.com,
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The World's Number One Steel Company Endorses Rosetta Stone® Language Learning

About ArcelorMittal

ArcelorMittal is the world's number one steel company, present in more than 60 countries. Headquartered in Luxembourg, it has led the consolidation of the world steel industry and today ranks as the only truly global steelmaker.

ArcelorMittal is the leader in all major global markets, including automotive, construction, household appliances and packaging. The Group leads in R&D and technology, holds sizeable captive supplies of raw materials and operates extensive distribution networks.

Challenge

ArcelorMittal's industrial presence in Europe, Asia, Africa and America gives the Group exposure to all the key steel markets and a definitive need for languages. A high standard of English is expected from employees while there is also a focus on speaking to staff in their native language, in order to ensure the best communication and understanding.

Vincent Maurin, ArcelorMittal e-Academy lead, said: *"We are located in so many different countries and we are not operating as individual entities – we want to knowledge share and benchmark best practice."*

The company has used a variety of language tools and was looking to streamline its language offering with a flexible solution, optional for employee use and with clear benefits and results for those relocated to new countries for work.

Solution

Rosetta Stone® and ArcelorMittal's relationship was taken across the globe as a result of the same sense of knowledge sharing they want language learning to enable. The solution was rolled out globally after successful use and positive feedback from the Chicago office. >



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Solution cont...

With 1,000 licences, demand is high and strong access protocols are in place to ensure usage levels are maintained, monitored using the Rosetta Stone Manager administration tool. The engaging methodology makes the product a good motivator, Vincent said, adding: *“The Dynamic Immersion® approach is innovative. Our employees are naturally interested by it, which can only help increase the usage and work towards a better employer and employee experience of Rosetta Stone and its effectiveness.”*

Vincent continued: *“We have people relocated to foreign countries and three or four months before going they register with Rosetta Stone. They are able to learn some of the language before they go and they arrive with the ability to hold basic conversations. That speed is a strong point of the program.*

“Another point is the cost effectiveness of Rosetta Stone when compared to classroom learning. It is also flexible – you can use it anytime, anywhere – unlike classroom learning.”

Results

ArcelorMittal has implemented an access policy whereby the language-learning tool licences are assigned to those who show greatest interest and time commitment.

Vincent said: *“Language is just one part of the training we offer but it is a very important part.*

“We are happy to invest in our employees and we want them to take advantage of that. Language-learning is a way for them to benefit in their careers and in their personal development.”

Additionally, ArcelorMittal has researched the groups of learners likely to make good use of Rosetta Stone, such as those in the Group Engineers Program, and prioritised their licences.

Employees are given updates about the program and available licences on the company intranet, emails and links to Frequently Asked Questions and Rosetta Stone demonstration videos.

Vincent said: *“When users spend either a lot or a little time learning, they receive an email to congratulate them or spur them on. From time to time we also feature Rosetta Stone in email campaigns and feature it on the Corporate portal of the website. We have very strong communication with the HR and training managers locally and we have seminars to talk about the offers we have for employees.”*

