

Client Spotlight Series

Presented by the TOEIC® Program

DETERMINING LANGUAGE NEEDS FOR WORLD-CLASS LUXURY SERVICE

 CORPORATE

 TRAVEL & HOSPITALITY

 TOEIC® L&R TEST

 DEVELOPMENT

SUMMARY

Banyan Tree premium hotels, resorts and spas span across the globe, delivering luxurious experiences for today's travelers.

To ensure Banyan Tree Samui could provide the luxurious experiences and the attentive service indicative of Banyan Tree properties, TOEIC® Listening and Reading tests were selected to accurately identify the learning needs and improve the communication skills of Banyan Tree Samui associates.

With the successes experienced in Samui, Banyan Tree expanded use of the TOEIC test in additional locations to improve training as well as support recruiting and promotion efforts.

"The TOEIC® Listening and Reading test was used to identify the areas of improvement for our associates in all areas of operation."

Narumol Sunanchai
Training Manager, Banyan Tree Samui

SNAPSHOT

Organization: Banyan Tree Samui

Location: Singapore

Company Size: 5,001–10,000 employees

About: Banyan Tree Holdings Limited is one of the world's leading international brands that manages and develops premium resorts, hotels and spas across Asia, America, Africa and the Middle East. Under their management in 25 countries are 41 hotels and resorts, 62 spas, 77 retail galleries and three golf courses.



BANYAN TREE

CHALLENGE

When running a world-class hotel with visitors from all corners of the world, one must be prepared to communicate effectively with all guests using English as the common language. At the Banyan Tree Samui luxury resort in Thailand, premier service is of utmost importance. According to Narumol Sunanchai, Training Manager at Banyan Tree Samui, one of the challenges faced by employees involves the everyday inner workings of the hospitality sector such as “guest requests, taking orders, phone conversations, understanding various accents, and using correct tenses and grammatical structure in written correspondence.” For Banyan Tree Samui, it was imperative to understand the level of English-language proficiency of its employees so that it could understand the improvement that would be needed.

SOLUTION

Banyan Tree Samui chose the *TOEIC*® Listening and Reading test to support effective communication between employees and their guests and maintain their focus on service excellence. According to Sunanchai, the TOEIC test allows Banyan Tree Samui to focus its English-language training on the areas that need the most improvement in order to improve employee communication skills. “The TOEIC Listening and Reading test was used to identify the areas of improvement for our associates in all areas of operation, and to be able to better categorize their language skills by ability level,” he explained.

RESULTS

The results of the TOEIC Listening and Reading test have been extremely useful for Banyan Tree Samui, allowing them to accurately understand the learning needs of its associates and assess their overall language abilities. With the successes experienced in Samui, the Banyan Tree Group expanded use of the TOEIC test to an additional two resorts in Bangkok and Phuket, utilizing TOEIC test scores to not only provide meaningful data for more effective training efforts, but for their recruiting and promotion purposes as well.

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To learn more about the *TOEIC*® program visit **[TOEICglobal.com](https://www.toefl.com)** or contact your local ETS Preferred Network office.



For almost 40 years as an industry leader, the *TOEIC*® program has set the global standard for assessing English-language communication skills needed in the workplace. With about 7 million tests administered every year, the TOEIC tests are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.