

# Client Spotlight Series

Presented by the TOEIC® Program

## DEMONSTRATING ENGLISH-LANGUAGE TRAINING RETURNS ON INVESTMENT

 CORPORATE

 MANUFACTURING

 TOEIC® L&R TEST

 TRAINING EFFECTIVENESS

### SUMMARY

Today, English proficiency is indispensable not only for international companies—it is also essential for Polish entrepreneurships. One example is KROSS S.A., a growing Poland-based business that extended their operations to France, Spain, Italy, Czech Republic and Great Britain. These international connections require that employees enhance their ability to communicate in English.

"The TOEIC® Listening and Reading test allows us to measure improvements in English proficiency, so KROSS S.A. can evaluate and clearly demonstrate the returns on investment in English-language training."

Małgorzata Sadłowska-Cal,  
Personnel Director,  
KROSS S.A.

### SNAPSHOT

**Organization:** KROSS S.A.

**Location:** Przasnysz, Poland

**Company Size:** 400+ employees

**About:** Founded in 1990, KROSS S.A. specializes in manufacturing bicycles, accessories, components and cycling clothing. The company has grown from one sales point through a bicycle wholesaler to become an assembly facility and now a dynamically operating production company. KROSS S.A. currently leads the bicycle market in Poland with annual production exceeding 300,000 bicycles. Their products are exported to 54 foreign markets.



## CHALLENGE

KROSS S.A. has been expanding its operations in foreign markets since 2000, making it critical for employees to have language skills that allow them to communicate effectively. The company understands that this will bring many benefits, including increased employee engagement, increased productivity and better relationships with customers and suppliers.

## SOLUTION

“We encourage our employees to develop and improve their competencies used at work,” says Małgorzata Sadłowska-Cal, Personnel Director at KROSS S.A. “We support their English proficiency skills development by offering English-language courses.

“One of our values is ‘insatiability’: we foster employee initiative in undertaking activities that enhance personal and professional improvement. We do not interfere with what form of education employees choose, but we help them monitor their progress with the *TOEIC*® tests.

“We require specific scoring increments from employees—but we do not leave them on their own and we help them achieve their goals with a complementary *TOEIC*® Online Preparation Course,” she adds.

## RESULTS

Improper decisions regarding employee training can involve significant costs for the company. When a company needs information about the return on investment in language learning, the fact of completing a language course is not enough.

Sadłowska-Cal notes, “The *TOEIC* Listening and Reading test allows us to measure improvements in English proficiency, so KROSS S.A. can evaluate and clearly demonstrate the returns on investment in English-language training. It was also extremely important to achieve the goal of increasing the commitment and satisfaction of employees.

“Thanks to the implementation of the *TOEIC* program, employees are more willing to take part in additional projects and perform everyday tasks better; they are aware of what they already know and what they need to improve to reach the next goal.”

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



For 40 years as an industry leader, the *TOEIC*® program has set the global standard for assessing English-language communication skills needed in the workplace. The *TOEIC* assessments 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.