

Case Study

Kellogg[®]

KELLOGG[®] AND VOXY PARTNERED UP TO HELP KELLOGG[®]'S EMPLOYEES IMPROVE THEIR ENGLISH AND, ACCORDING TO THEM, THIS HAS LED TO AN INCREASE IN THEIR PRODUCTIVITY.



Kellogg's



Our advice to other companies is this: “take advantage of platforms such as Voxy, since in this digital world it is KEY to have high-performance and quality tools such as this one. The pandemic accelerated the migration to this type of platform and it is unlikely that we will go back to the traditional model now that we have seen its efficiency.”

Georgina Cordero
L&D Associate Kellogg®



COMPANY

Kellogg® landed in Mexico over 90 years ago, and today the country represents one of the most important markets for the company globally—this was evidenced by more than 100 million dollars invested in the country in the last five years.

Founded in the United States more than 100 years ago, Kellogg® Company is committed to nurturing families worldwide. Apart from Mexico, it is present in several countries in Latin America, such as Colombia, Costa Rica and Brazil. Its mission is to nurture and delight the world through its food products and, above all, to feed families so that they can grow and thrive.

THE CHALLENGES

In 2018, Mexico and Brazil became the fastest-growing markets in the region, with an increase in cereal and cookie consumption, respectively. The three largest plants of Kellogg® worldwide are in the Americas: in North-America, the Jackson - Tennessee (USA) Pringles plant; and in Latin America, the Parati (Brazil) plant, for snacks and cookies, and the Querétaro (Mexico) plant, producing snacks and cereals.

Our commitment to the region goes beyond generating jobs in four counties, since we are a company with heart and soul. The Latin American market is crucial for Kellogg®’s global business strategy. and we firmly believe in the potential of our workers in the region. For us, it is essential for our team to be continuously striving to learn, improve and develop skills to constantly grow, both inside and outside the company. Mastering English enables us to improve communication within our company and with external stakeholders.

To help employees improve their English, Kellogg® looked for an innovative and flexible solution that allowed them to choose the right time, classes, topics of interest and response time to queries to suit their needs. In addition to enabling employees to take over their learning experience, they looked for a solution that provided them with interesting and inspiring content to keep them engaged.

THE SOLUTION

To fulfill the English training needs of the administrative staff, working in different roles and hierarchies across regions and offices of Kellogg® Latam, Voxy offered a customized and innovative English learning platform with 24/7 access to real-world, custom content updated daily, together with group and private classes. Employees made progress using an adaptable and self-regulating platform that offers access to certified teachers 24/7.

Voxy’s Customer Success Team and Kellogg®’s HR team held a kick-off meeting, where they analyzed the metrics available on the platform and shared best practices to improve employee engagement. Thanks to Voxy, Kellogg has seen their team improve the way they communicate, which is now faster and more fluent. Voxy’s result reports confirm that employees have truly improved their production and collaboration between teams in English.

KEY OUTCOMES

2 hours

is the average monthly time per user

90%

of active users

90%

of learners improved their VPA scores

60%

of learners stated they increased their productivity after studying with Voxy

Throughout the year, Voxy's Customer Success Team continued supporting Kellogg's team in managing its program to ensure it delivered the expected results. Currently, all licenses have unlimited group classes and 48 pre-assigned private class credits. These licenses are only assigned to executives who, due to their role and responsibilities, have weekly interactions in English, whether in writing or conversation, with internal or external stakeholders.

RESULTS

The partnership between Kellogg® and Voxy has produced encouraging results. Team members communicate faster and more fluently and, most importantly, they have improved production and collaboration between teams in English, conveying the message that continuous improvement is part of their daily lives and that they can take control over their own development.

Over half of the enrolled employees have already benefited from Voxy, as they have gained proficiency and, most importantly, have improved communication with other team members in other countries, thus bolstering their confidence to carry out their daily tasks. This is clearly shown in the key reports that account for the rapid progress in VPA® scores from one level to another: 90% of learners improved their proficiency. This comes as no surprise as 90% of learners study, in average, 2 hours a month, while 60% stated that they were able to increase their productivity after studying with Voxy. This indicates employees are highly committed to developing and improving their English skills.

Learners love being able to use such a useful and user-friendly tool as Voxy. They feel very comfortable regarding the ease with which they can learn English, in addition to the fact that their academic progress helps them improve their professional performance.

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