



Case Study

MRS LOGÍSTICA

**HOW VOXY DIRECTLY IMPACTED
THE COMPANY'S OUTCOMES BY
SUPPORTING THE IMPLEMENTATION
OF A NEW ERP AND THE SCALABILITY
OF MRS'S ENGLISH LANGUAGE
TRAINING PROGRAM.**



THE ORGANIZATION

MRS is one of the largest freight railway companies in the world, with current operations almost four times the volume of the 1990s. Based in Brazil, the logistics operator runs the railway network in the key Brazilian states of São Paulo, Minas Gerais, and Rio de Janeiro. The company transports approximately 20% of the national exports and is also involved in a number of projects and the development of logistics solutions, such as multimodal solutions.

The company has close to 6,000 direct employees, and in 2020 its management and development policy disbursed R\$520.5 million between wages, benefits and training for its employees. With the start of major internal projects, English proficiency has gained relevance in employee development and become an important initiative for the organization.

THE CHALLENGE

MRS was already offering its personnel an English language training program as an incentive, but it was an in-person program with a smaller scope, aimed only at a few employees.

English became an important asset for employees in various departments, as they were planning to attend international events and congresses as well as being expected to interact in release forums in English as part of the implementation of a new ERP. This specific demand has been expanded as part of development actions to train more employees.

Thus, English training became a priority in internal development, and MRS started looking for a solution that would not only offer the content but also allow HR to manage and monitor the program.

THE SOLUTION

After researching several options, MRS chose to go with Voxy based on its ease of navigation and stability, compared to other platforms. The offer of language training that would allow for scalability, so that more employees could join the program, was also one of the points that weighed heavily in the decision process.

The selection of program participants was prioritized based on Individual Development Plans together with the Training and Development department, identifying language training triggers and determining the time available to dedicate to the program. MRS has thus defined a policy that includes study goals to track progress and results.

Another important point of the project was the inclusion of **monthly credits** for private classes for all employees. With this, the acceleration and customization of both the learners' and the program's goals made a difference in the impact of the project on the company's outcomes.

The combination of the use of Voxy Command Center with Voxy's complete solution made it possible to access data and monitor the project in detail, going beyond the platform and allowing for engagement actions aligned with the defined strategy.

"I have heard reports of employees who after starting the course were able to pass international certifications, as well as gain enough confidence to put themselves forward in one-on-one lessons with teachers who speak only in English."

KEY OUTCOMES

506

group lessons and
215 hours of private
lessons completed

86%

average learner
engagement in the
period

88%

of learners maintained
or increased their
proficiency in the
first 8 months

The assistance of the Customer Success team in the analysis and support of the project as a whole is an added service that allows program managers to have access to an experienced team with insights on several training formats and the best market practices.

The role of the program manager was also fundamental in encouraging participants by creating initiatives that promoted interaction among themselves, allowing them to share their learning experiences and reducing insecurity, a factor that can be a challenge for engagement.

THE RESULTS

In the first eight months of the program the metrics are already showing its success, with an average engagement of 86% over the entire period, reaching 94% in the last three months that were analyzed. This is a very significant number that already sets a positive forecast for the project.

In addition to high engagement, when we look at the learners who took at least two proficiency tests in the period, 57% of them advanced from one to three levels on the proficiency scale in just eight months of using the platform, and 43% maintained their levels. That is, 100% of that particular learner population maintained or increased their proficiency levels in the first eight months of the project, which represents 88% of the total active learners on the platform.

The feedback from employees participating in the program is very positive, showing the impact of the proficiency progress on day-to-day activities, such as exchanging e-mails with suppliers and achieving international technical certifications.

Employee engagement levels are high due to several reasons, such as there being a clear objective for all program participants, but also the deep level of involvement of both the project manager and HR, which allows for recognition and motivation when facing the challenge of learning a new language. The combination of these factors is essential to a positive impact on employee productivity and has generated a transformation in the learning culture.

The feasibility of the ERP implementation project and the growing demand by employees to learn English are proof of the direct impact on the business and also of the results obtained with the program.

"I recently invited anyone who felt comfortable to give an oral presentation in English to colleagues in the program. A 10-min agenda turned into 45 minutes, and people left the event super excited asking to book the next one already. For me that was a great milestone and worth the recognition to everyone who went headlong into this journey."

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