



## AT A GLANCE

**Detroit, MI**  
Headquarters

**164,000+**  
Employees across the globe

**All Employees**  
Have access to language  
training resources

## More than a decade of language training success.

For more than a century, General Motors has worked tirelessly to earn customers for life by building iconic brands that inspire passion and loyalty through a winning combination of delivering breakthrough technologies and serving the communities in which GM employees live and work across the globe.



**Improved learner engagement**  
with innovative technology



**Better ROI**  
with more efficient language training spend



**Make language learning accessible**  
for all General Motors employees

## Solution

All GM employees can request a Rosetta Stone license. Plus, global language program administrators engage with each team directly to provide tools that help structure local programs that meet each team member's learning needs. As a direct result of this effort, GM has realized a 726% return on their language learning investment.



*It's been exciting to watch as Rosetta Stone has helped us evolve our language learning programs across our organization.*

—Keith Ondra, Learning Leader  
for GM Learning Technology  
& Development



## Impact

### 1. Language flexibility for all

Employees were encouraged to embrace the flexibility of the product—enabling users to learn at the pace, place, and on the device of their choosing.

As a result, GM employees used Rosetta Stone **9x more often** than the average user.

### 2. Huge return on investment

Reallocating licenses to engaged users to optimize product use, while helping GM realize a **726% return on investment**.

### 3. Employee productivity gains

Employees reported big productivity gains by using Rosetta Stone Enterprise. **92% of learners** saw improvements in job performance, and **81% of learners** believe Rosetta Stone helps them save an hour or more a week in lost productivity.

Record-breaking employee learner engagement

Flexible license allocation helped realize big ROI

Time savings on critical business tasks

## A model of employee engagement.

For 10 years—with an already-robust track record of building a global company culture of collaboration, productivity, and learning—GM worked alongside Rosetta Stone to deliver language training solutions that empower employees to build language skills.

### About Rosetta Stone

Rosetta Stone is dedicated to using the power of language and literacy education to change people's lives. Millions of inspired learners have used our online and mobile solutions at home, in the workplace, and in schools around the world.

[www.RosettaStone.com/Enterprise](http://www.RosettaStone.com/Enterprise)

