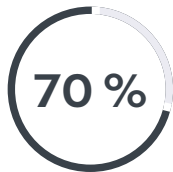


Babbel — By Employee Request

Initiated by the works council: Babbel is a benefit that enhances communication between employees



feel a positive impact on their company culture



are motivated to learn in their free time

Top 3 Reasons To Use Babbel

- ✓ short lessons are easy to incorporate into daily life
- ✓ motivates employees
- ✓ independent, flexible study through e-learning

The Challenge

Arvato is an international service provider operating under parent company Bertelsmann, with around 70,000 employees in almost 30 countries. An ever-growing workforce and increasing globalization have presented new communication challenges for Arvato. So how does Arvato support its workforce in overcoming linguistic hurdles and achieving smooth communication? Their answer lies within the realm of corporate culture.

"We realized that we need to create an environment of openness, tolerance and mutual understanding."



Anita Gundlach,
works council chairperson,
Arvato CRM Solutions

Why Babbel?

Arvato employees increasingly expressed a desire to learn other languages in order to be able to communicate better with one another. Even though they do not use their personal phones during working hours, Babbel was their first choice, since it offers learning flexibility and autonomy.

"I think Babbel is a wonderful way to learn a new language on the go, for example, on the way to work."

The works council reacted immediately, making it an even more attractive incentive by offering Babbel at no cost to employees.



Summary

With Babbel, employees can improve their language skills quickly and maintain motivation. Arvato is taking an active role in supporting its international workforce and values the benefits of intercultural understanding and open communication.