



# Konica Minolta

## About Konica Minolta

Konica Minolta is one of the largest imaging companies in the world. With offices globally, Konica Minolta employs over 31,000 professionals from diverse, international backgrounds. Their corporate goal is to drive their industry through creative approaches that inspire, sophisticated technology, as well as through earning trust from their customers and partners.

## Objective

Employee training and development has been a long standing core value at Konica Minolta. As such a corporate university was established – Konica Minolta Academy. Among various responsibilities, the Academy puts particular emphasis on language learning in order to support the global needs of the organization. In light of their desire to support constant improvement and technology advancements Konica Minolta was looking for a partner to assist in enhancing their language learning program to meet and exceed the needs of their employees globally.

## Solution

Auralog's TELL ME MORE<sup>®</sup> online e-learning solution best fit within the overall corporate objectives and goals of the Konica Minolta Academy. The TELL ME MORE<sup>®</sup> e-learning solution was quickly integrated into the global Learning Management System (LMS) and able to be deployed worldwide in a fraction of the time typically involved in such endeavors.

Instructors at the Academy were also able to create custom learning tracks for learners, based on corporate objectives, markets, departments, language proficiency goals, as well as other key requirements. Instructors were better able to focus their time on actually teaching rather than administering due to the advanced tracking, management, and reporting capabilities within the TELL ME MORE<sup>®</sup> solutions.

The TELL ME MORE<sup>®</sup> e-Learning solution offered Konica Minolta the perfect blend of compatibility and content. Using SETS<sup>®</sup> (Spoken Error Tracking System), learners are able to pattern native speech and therefore reduce their accent dramatically.

Konica Minolta employees are logging record learning times and showing significant improvements in every single language area. The implementation of Auralog's TELL ME MORE<sup>®</sup> has helped the Academy raise their global standards of language learning, with employees using the solution 1 hour and 40 minutes per learning period on average.



KONICA MINOLTA

## About Auralog

Auralog is the global leader in language learning software. The TELL ME MORE<sup>®</sup> suite of products is being used by more than 5 Million learners world wide, in more than 10,000 organizations. Headquartered in Phoenix, AZ, Auralog has offices in France, Germany, Spain, and China.

## Objective

Implement an e-Learning solution that integrates with their LMS, helps instructors focus on teaching, and that mirrors the high standards Konica Minolta has become known for

## Solution

Auralog's TELL ME MORE<sup>®</sup> e-Learning solution, professional services, and customizable learning tracks deployable globally

## Results

- Increased instructor productivity
- Increased session time
- Decreased abandonment rate
- Globally accessible program