

JABIL

As one of the top three manufacturing companies in the world, Jabil strives to differentiate itself by providing superior customer service which makes English competency key.

Over the last 20 years, Jabil has grown from a small, family owned business with manufacturing sites in Michigan and Florida into a large, Fortune 200 business with a vast global network throughout Europe, Asia, and the Americas. Its clients span all industries, from aerospace and defense to automotive and medical.

The company is supported by an 85,000 person strong workforce that relies on English as a common language of the non-native English speaking employees who were surveyed, some 88% report using English daily or several times a week, and 28% do so when communicating with customers.

A review of Jabil's current English language training revealed a scattered, inconsistent approach: some employees took courses at local universities, while some of its 59 sites offered pricey classroom training. As a manufacturing company that operates on lean margins, there was a desire to implement a viable, scalable service that was both cost-effective and produced measurable productivity gains.

And as a company that believes in the pull process, the product had to be engaging enough, and produce strong enough results, that employees were compelled to join. "We at corporate don't do a lot of pushing; we want our sites to pull for their value add tools. So we offered GlobalEnglish, wanting to see if the program was perceived as beneficial by our people," says Peters.

The Partnership

As a company whose top goal as an organization is excellent customer service, Jabil was seeking a reliable partner that provided




Industry

Manufacturing

Summary

To support its mission to provide the best customer service in its field, Jabil knew that improving the business English competency of its employees was critical. But it needed a solution that was engaging enough to compel employees to participate, and scalable and cost-effective enough that it could be deployed throughout the 22 countries in which it operates.

Since implementing the GlobalEnglish Corporate Learning Service™ (currently known as GlobalEnglish Edge™) in 2009, 69% of participants who responded to a recent Jabil survey report an improved ability to respond to questions and offer assistance, which has translated into a significant productivity gain of more than 2 hours per learner per week.



“ I am in Service Desk area, and I have improved my communication skills. Right now, I am able to take calls from different kinds of people (managers, colleagues, suppliers, etc.) They are located in different sites. And I have been provided better and faster solutions to them. ”

–Mexico

the highest level of global support. After the review, “we collected our notes, looked at the GlobalEnglish offering and found a great match,” says Phil Hubbell, Senior Director of Jabil University.

The global pilot was launched in February 2009 with strong executive sponsorship and local support. By sharing testimonials and kicking off a grassroots marketing campaign designed to create buzz, growth exceeded expectations after the GlobalEnglish Corporate Learning Service was officially launched in July.

“We’ve seen growth of about 60% since January 2010; we’ve gone from about 1,000 users to 1,600 over that time, much higher usage than we anticipated just a year ago: Over 40,000 hours to date in the GlobalEnglish tool, which averages 24 hours per employee. Because of these results we consider our relationship with GlobalEnglish a true partnership, one that we hope will continue to grow as our business expands into new areas of the globe,” says Peters.

One of the ways in which Jabil leveraged GlobalEnglish’s support was in regards to marketing the service. “It’s very challenging to keep momentum going, especially at the enterprise-wide level. The most important thing we’re doing is to keep it visible. In recent months we’ve seen an increase in visits from our GlobalEnglish local teams. They’re very capable, enthusiastic people, and go in there with great information and a great attitude. And the one thing I can tell you now is that our HR teams feel that they can count on GlobalEnglish. Knowing we have a business relationship with a supplier is wonderful. I can call up my Global Account Manager and within 24 hours have a solution to provide to my internal customers,” says Diana Bispo, External Education Program Manager and Global Program Lead.

Beyond Language

In addition to the great English language gains made by those using the GlobalEnglish service, Jabil has close to 200 employees business managers who travel internationally and employees who work on global teams who rely on GlobalEnglish’s Culture Notes to help them with everyday business communication and travel. The Culture Notes feature (included in the Corporate Learning Service) provides extensive cultural information for more than 40 countries, and is a key job aid that helps Jabil’s employees to promote cultural awareness and navigate the complexities of multinational business.

“I have downloaded all of the Culture Notes for the countries our plants are located in. I have shared them with our team and the feedback has been tremendous. Everyone is so intrigued by the information and enjoy relating it to the interactions we have had with the associates in those countries. Just after we shared Taiwan, the Green Point finance members traveled to the U.S. for training and stopped by our department for a visit. So much of what we had read about their culture was evident during their visit.”

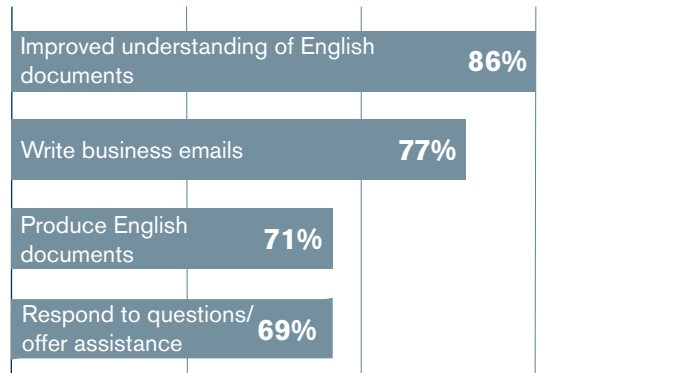
– Melinda, Jabil Finance Director, USA

“ Not only are our employees working with external customers, they’re also working with very critical internal global teams where effective communication has to happen. So we thought, let’s arm them with some very good training and give them that extra edge and confidence. ”

—Diana Bispo, External Education Program Manager and Global Program Lead

The Results

Just one year into launching the GlobalEnglish Corporate Learning Service, Jabil is seeing impressive results, and is now able to easily track its gains. The GlobalEnglish program was included in employee personal development plans, and personal development goals are being met:



Managers reported an improved willingness among employees to speak in English during internal meetings, answer questions on conferences calls, and write emails in English.

For the company:

- A cost effective solution: Jabil reports an estimated \$200,000 savings due to cost avoidance
- A results driven business tool: Employees are able to conduct business and clearly communicate with customers and global teams more easily and effectively
- A performance enhancement program: The increased productivity average is about 2 hours a week, translating into about 75,000 hours a year
- A scalable service: Only half of its locations have been tapped; it plans to expand the program in the coming months, and bring the GlobalEnglish Cultural Notes feature to more top leaders and high potentials in non-native English countries as well as to native speakers of English.

About Jabil

Jabil is an electronics solutions company providing comprehensive electronics design, production and product management services to global electronics and technology companies. With more than 85,000 employees and facilities in 21 countries, Jabil provides comprehensive, individualized, focused solutions to customers in a broad range of industries.