Case Study
Oi
Summary

Oi’s 2009 acquisition of Brasil Telecom greatly expanded its reach: It began operating across the entire country, and by March 2011, the telecom company was serving 66 million landline and mobile customers. But its growth didn’t stop there. Oi in 2011 established an alliance with Portugal Telecom to develop a global telecommunications platform that gave it the potential of expanding into other global markets. But with these new possibilities came a new need: a common business language.

Oi realized that improving its employees’ Business English communication skills would give it a future advantage, and so it turned to Pearson English Business Solutions*, enrolling 10% of its workforce in a pilot program. Results quickly pointed to significant Business English communication and operational improvement, leading Oi to equip its entire enterprise of 13,000 employees with Pearson English Business Solutions*’ on-demand Business English development and support tools.

**Industry**
Telecommunications

"GlobalEnglish has helped me to read and write emails, proposals and documents in English. I also began to attend meetings in English. Currently, I use what I learned when I am reading articles about technology, telecommunications and sales."

*Ravan De Almeida Gomes, Corporate Sales Manager
As a pioneer in providing converged telecom services in Brazil, Oi understands the importance of foresight. Oi recognizes that its future success will only be enhanced by improving its 13,000 employees’ capability to work in English. To do that, it looked to Pearson English Business Solutions*.

Oi is no stranger to on-demand development opportunities. The company places great emphasis on employee development and didn’t want to omit a single one of its employees in its plan. So it specifically searches for “democratic solutions”—programs that can be made available to all employees and that promote a culture of inclusivity. Prior to launching the Pearson English Business Solutions* pilot, Oi offered no alternative Business English development and support options—but it knew that making these tools available as a company-wide benefit would help set Oi apart from its competitors, both as an employer and as a service provider.

The pilot, rolled out to 1,000 employees virtually seamlessly in autumn 2009, was a great success and it prompted Oi to consider deploying the Business English solution enterprise-wide for the greatest impact. Pearson English Business Solutions* enterprise model provided the most cost-efficient, high-value way to leap from 1,000 to 13,000 subscribers and had the scalability and efficiency that Oi required. As a SaaS solution, the large rollout would require very little dependence on IT, and the ease of administration meant that, even with the program’s planned size, internal resources wouldn’t be overtaxed. And it fit the company’s requirement that it engage only in “democratic solutions,” as it addresses multiple levels of competency and a wide range of performance support needs.

Having decided that the enterprise-wide approach would set the company on the surest path toward performance in English, all employees were given access in March 2011. The usage has been incredibly high thanks to Oi’s outstanding promotion of Pearson English Business Solutions*: Oi’s Knowledge Team works in tandem with its Communications Department to publish promotional newsletter articles, run intranet ads, send out email communications, share interviews of top subscribers and hang posters advertising the service in all Oi buildings. This level of visibility and endorsement helped push the program to high levels of adoption.
Though the goal in its first full year was to have 3,000 active subscribers, after just 7 months there were nearly 8,500. And those active subscribers are making great use of the Pearson English Business Solutions Suite, logging more than 4 hours of use a month across One and One LinGo. Says telecom consultant Webb Alexandre De Sousa, “I like the communication and pronunciation practice resources, because they detect which sounds we need to work on more.” Additionally, nearly 20% of employees rely on the productivity tools, giving them on-the-job access to the Business English assistance they need the very instant they need it. And they’re taking that assistance with them on the go: One LinGo—the only Business English smartphone and browser app designed to give subscribers the support they need anywhere—has been downloaded and used by more than 5,500 Oi employees.

Results
Though Oi’s decision to offer Business English performance support to its employees was born more out of anticipation than a pressing need, the company’s foresight is paying off. The fact that English is the language used in telecommunication instructional materials, and the language in which many of Oi’s engineers must be able to read, makes its investment a valuable one. Additionally, the company continues to engage in business in Miami and New York, as well as in several Latin American countries besides Brazil where they’ve seen the growing need for an English-proficient workforce.

Oi’s short- and long-term strategy for its focus on Business English is to continue to encourage the self-development and support of employees and stay one step ahead of the telecom industry as it unifies more and more around Business English. “To assure these strategies advance, Oi will continuously identify how to leverage other GlobalEnglish learning technologies and processes into our business,” explains Patricia Quirico Coimbra, Director of HR Development. As such, it plans to launch One Community internally, the only enterprise collaboration platform optimized for communication and collaboration at global organizations, in mid 2012.

Visit the below sites to learn more:
Oi: www.oi.com.br
Pearson English: www.english.com/business
Contact a Pearson English Representative: contact.pearsonenglish.com

* Please be advised that GlobalEnglish has changed its name to Pearson English Business Solutions and the Edge service is now a part of the PEBS service, ‘One’. All references to GlobalEnglish and Edge in this document should be viewed in light of this name change.

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