



# Words Matter: Boosting Engagement and Retention with *Language Training*



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Do you know how  
engaged your  
employees *really* are?

Only **10% of UK employees** are  
'actively engaged' at work,  
ranking among the **least engaged** in  
the EMEA region.



# Disengaged employees cost the UK economy **£340 billion** annually.

This figure accounts for lost training and recruitment costs, sick days, productivity, creativity, and innovation.





Do you know how many of your employees are *really* looking for a new job?

53% of UK employees are  
planning to look for a new job  
in the next year.



What's driving this  
disengagement crisis?



# Challenges Impacting Employee Engagement

- **High levels of stress**  
(hasn't gone down since the pandemic according to Gallup)
- Buildup of **misunderstandings** and **miscommunication** among global teams
- **Lack of challenge**
- **Lack of opportunity** to learn new skills





# Multicultural Teams have Unique Challenges

# The Challenges of Multicultural Teams



## Communication Gaps

Only **7%** of non-native English speakers feel effective at work, leading to disengagement and turnover.



## Psychological Safety

Employees hesitant to voice concerns risk losing valuable insights, reducing innovation and engagement.



## Team Dynamics

Multicultural environments can foster openness and trust, enhancing engagement and a sense of belonging.

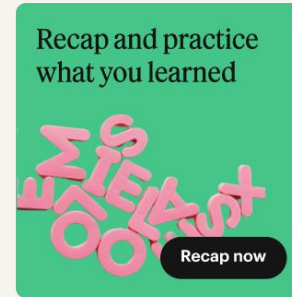


## Operational Efficiency

Effective communication boosts collaboration, increasing overall productivity and employee satisfaction.

Do you notice a  
common thread?

*Language Training is linked to increased employee satisfaction and retention*

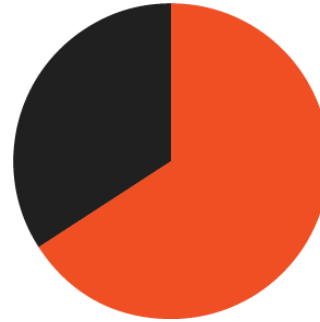


# The Impact of Language Training



9 out of 10

Executives plan to increase their spending in learning and development



70%

UK employees credit learning for improved connection with work.

In the UK, companies with strong learning cultures see **57%** boost in employee retention.



# Multilingual Teams Offer You:

01

**Better  
collaboration**

Bilingual employees boost efficiency by 22%.

02

**Increased  
creativity**

Diverse teams are 35% more likely to outperform competitors.

03

**Enhanced customer service**

70% of UK businesses value language skills for client relations.

04

**Greater cultural  
understanding**

Embracing linguistic and cultural diversity can propel businesses to new heights.



“Language learning with Babbel for Business is useful for all employees and in all areas of our company.”

Leading Logistics Company

# Language Training boosts employee engagement & retention at major logistics and shipping company

## 01

### Company Overview

- Leading logistics and courier service
- Operates in 220+ countries
- Over 500,000 employees globally

## 02

### Challenges

- Multilingual communication
- Cultural understanding and soft skills
- Engagement among employees

## 03

### Solution

- Partnership with Babbel for Business
- Accessible language training for all employees

## 04

### Impact & Conclusion

- Enhanced communication and collaboration
- Tangible career progression
- Strengthened workplace relationships

Babbel for Business:

# KEY TAKEAWAYS

## Unlocking Potential Through Tailored Language Solutions

01

**Proven Success:**

Studies from Yale and Michigan State show that 92% of users improve in just 2 months. Join over 2,000 companies that have improved employee engagement and retention.

02

**Tailored Learning:**

Every company is unique. We can help you create a language training program for your needs, your industry, and your employees

03

**Partners to help you succeed:**

Your customer success manager will guide you through the whole process, and a Learner Success Team helps your employees get the most out of Babbel

04

**Strong Employer Branding:**

Invest in employee growth to enhance satisfaction and loyalty.

*Any questions?*



**+Babbel**  
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