



## **TOEIC® Test Success Story** *Siemens*

# Improving the English Skills of a German Electronic and Technical Giant

### **THE CHALLENGE**

*Communicating Globally Through English.* Siemens is a German-based company that creates IT solutions and products for just about every industry on the planet. For most of the company's existence, future executives were groomed in the native German language. However, realizing the need to be even more competitive worldwide, Siemens decided their employees, current and future, should have strong English skills that would prove useful in global commerce.

Siemens needed to determine what level of English proficiency would be needed. They also needed to decide how to balance requirements for writing, reading, conversation and comprehension skills. The company also wanted to give employees who already possessed English skills the opportunity to improve them.

### **THE SOLUTION**

Siemens Mexico brought in ETS to help create a program that would improve the English skills of their employees in a way that was financially responsible, rapidly effective, easy to administer, and results oriented. To help measure the success, employees' English proficiency was determined. Based on those results, ETS helped establish achievable goals that could easily be gauged through the TOEIC test.

## THE RESULTS

The efforts of Siemens Mexico to improve the English skills of their employees and new recruits have been very successful. Current employees with a TOEIC score are readily considered for advancement within the company. Prospective employees are required to present a TOEIC score of a minimum of 849. These strict requirements will raise the general English proficiency level over time. In turn the company's ability to conduct business through the world will be greatly improved.

Learn more about the TOEIC test at  
**[www.ets.org/toEIC60.html](http://www.ets.org/toEIC60.html)**.

To contact a TOEIC sales representative, call  
**+1-609-771-7170**.

Or e-mail  
**[globalforum@ets.org](mailto:globalforum@ets.org)**.



*Listening. Learning. Leading.*

**[www.ets.org](http://www.ets.org)**

