



TOEIC® Test Success Story *Xerox*

Communication is the Key

THE CHALLENGE

Communicating More Easily With Our Customers and Partners. In 1938 Xerox founder Charles Carlson made the first photocopy. Today, Xerox is a leader in photocopying and printing technology from machines suitable for home use to major printing operations. With offices, vendors and clients throughout the world it has become increasingly important to be able to communicate with everyone. That's why Xerox's Brazilian team saw the need to make their staff as fluent in the English language as possible.

THE SOLUTION

Xerox Brazil turned to ETS and the TOEIC test to assess the English-language skills of their employees. The TOEIC test is the major component of their corporate subsidized English Training Program. Xerox, along with ETS, developed standards for every level of employee, then together created a plan to bring everyone to the appropriate proficiency levels for their specific jobs. This was to ensure that Xerox Brazil employees would be able to communicate in English at a level on par with their vendors, customers and other Xerox co-workers around the world.

THE RESULTS

The Brazilian Xerox employees have increased their written and spoken English skills through the TOEIC test. This improved comprehension allows them to communicate more easily with customers and others throughout the world.



Learn more about the TOEIC test at
www.ets.org/toEIC60.html.

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