



TOEIC® Test Success Story
Kenwood Electronics Technologies

Recruiting Talented Professionals: France and Malaysia

THE CHALLENGE

Recruiting individuals who can compete effectively in today's global environment. As companies become increasingly global, there is a growing need for a common language in which to conduct business. Today, that common language is English. Organizations find that a minimum level of English is required to communicate with clients and colleagues around the world. Many companies therefore want to hire and train only those individuals who possess a certain degree of English-language proficiency.

THE SOLUTION

Packard Bell in France requires their staff to be able to conduct business with associates all over the world. One of their requirements for job applicants is that they achieve a certain level of English needed for a particular position. This requirement is met by associating specific TOEIC scores with certain jobs. For example, a Quality Technician needs a TOEIC score of 650 and a buyer must have a TOEIC score of 850.

Kenwood Electronics Technologies, located in Malaysia, requires all new hires to provide a baseline assessment of their English ability. TOEIC scores identify the training needs and provide a clear path for employees seeking to improve their English skills. At Kenwood, there is a strong relationship between English proficiency and job advancement within the organization and this is a motivator to employees.



Kenwood recently relocated their R&D division from Japan to Malaysia, where the common language is English. Therefore it is now imperative that all employees have and maintain certain levels of English.

THE RESULTS

These companies were able to streamline their business practices and save money in the hiring process by using the TOEIC test. By ensuring that newly hired employees possess a sufficient level of English proficiency to do the job, costly mistakes, miscommunication, and poor job performance are avoided.

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

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