

## TOEIC® Test Success Story

Banyan Tree Samui  
Thailand

# The TOEIC® Listening and Reading Test Helps Banyan Tree Samui Communicate With Its Guests

## THE CHALLENGE

When running a world-class hotel with visitors from all corners of the world, one must be prepared to communicate effectively with all guests. According to Narumol Sunanchai, Training Manager at Banyan Tree Samui, one of the challenges faced by Banyan Tree Samui employees involved the everyday inner workings of the hospitality sector such as “guest requests, taking orders, phone conversations, understanding various accents, and using correct tenses and grammatical structure in written correspondence.” For Banyan Tree Samui, it was imperative to understand the level of English proficiency of its employees so that it could understand the improvement that would be needed.

## THE SOLUTION

For Banyan Tree Samui, the TOEIC® Listening and Reading test was the solution to their problem of efficient communication. According to Sunanchai, “The TOEIC Listening and Reading test was used to identify the areas of improvement for our associates in all areas of operation, and to be able to better categorize their language skills by ability level.” In addition to identifying improvement areas for associates, the TOEIC Listening and Reading test has allowed Banyan Tree Samui to prioritize associates in key areas of operation so that they may meet the benchmark score for their respective positions.

## THE RESULTS

The results of the TOEIC Listening and Reading test have been extremely useful for Banyan Tree Samui by allowing them to understand the learning needs of its associates and assessing their overall language abilities. According to Narumol Sunanchai, the TOEIC Listening and Reading test allows Banyan Tree Samui to focus its English training on the areas that need the most improvement in order to improve employee communication skills.

*To learn more about the TOEIC tests and how they can benefit your organization, contact your local ETS Preferred Network office at [www.ets.org/e pn/contacts](http://www.ets.org/e pn/contacts), visit [www.ets.org/toeic](http://www.ets.org/toeic) or e-mail [globalforum@ets.org](mailto:globalforum@ets.org).*

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