

TOEIC® Test Success Story

The Dai-ichi Mutual Life Insurance Company®

TOEIC® Test Helps Develop Employees' English Skills

THE CHALLENGE

The Dai-ichi Mutual Life Insurance Company® has assets of more than 30 million yen (about US\$300 billion) and over 8 million clients. The organization needed to develop the English-language skills of their employees for better business communications.

THE SOLUTION

Management introduced the TOEIC® Listening and Reading test as a training tool for their new hires and to assess the skills of current employees.

THE RESULTS

According to Takanori Kodama, Staff Manager at the Human Capital Development Center, the TOEIC test has become a fundamental part of language training for new hires, but it is more than an English-language study tool. In 2008, 2,200 staff members with less than 20 years' service were required to take the test. Starting in 2009, all employees with less than 15 years' service were required to take the test annually. The company's objective is to develop a corporate culture of language learning.

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/epn/contacts, visit www.ets.org/toeic or e-mail globalforum@ets.org.

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