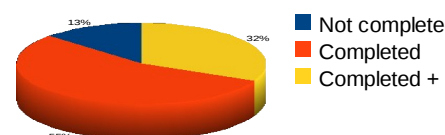
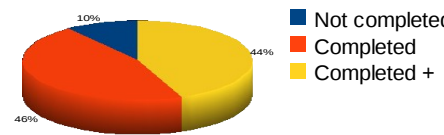
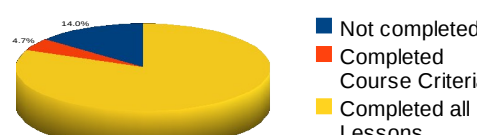


The Brief:

Client:	<i>Shui On Land Ltd., property development company of the Shui On Group, responsible for the development of the Xintiandi entertainment district in Shanghai</i>
Needs:	<i>Improve level of English for staff with immediate need - Department managers select staff.</i>
Duration:	<i>Rolling 6-month program</i>
Staff Numbers:	<i>Approx. 100-150 students every 6 months</i>
Products:	<i>Practical English Training & Business Writing Training</i>
Product Requirements:	<i>Practical English: Completion Criteria of 60 lessons and 80% to pass each lesson test. Business Writing: Completion Criteria of 26 lessons and 1 Grade increase in final test.</i>
Support Requirements:	<i>Automatic mentoring emails with regular course updates. Tutor grading/corrections to be done by Shui On HR Dept, report creation and user tracking access</i>

The Results:

Phase 1	Phase 2
Practical English	
<p><i>Course completion chart: 87% completion rate, 32% completed above required criteria.</i></p>  <p>■ Not completed ■ Completed ■ Completed +</p>	<p><i>Course completion chart: 90% completion rate, 44% completed above required criteria.</i></p>  <p>■ Not completed ■ Completed ■ Completed +</p>
Business Writing	
<p><i>Course completion chart: 86% completion rate, 81.4% completed above required criteria.</i></p>  <p>■ Not completed ■ Completed Course Criteria ■ Completed all Lessons</p>	

The Feedback

HR Team “reallyenglish backs up their products with an outstanding level of customer service and support!”

Student “After the course BW (Business Writing) I would do some of my businesses easily. And you're a good tutor and E-friend. Keep in touch ,and take my regards for your family”

HR Manager “Practical English and Business Writing are high quality courses that offer the convenience and flexibility our busy staff need.”

For more information please visit our website: www.reallyenglish.com/cn/case_studies/