

Nomination: 7965

Job Hunter: A new approach for language learning

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company TELUS International
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Job Hunter: A new approach for language learning
Category F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F56 - Literacy Training
Training Programs or Media Submission Format Written Answers
a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required Job Hunter is an English literacy improvement program that was started in April 2022. After completing design and development, Spanish speakers piloted the program in Central America in late 2022, and then it was adapted in early 2023 to include Turkish and Hindi speakers. In August 2023, the program took another leap forward by incorporating feedback from Learning and Development reviewers, managers, and participants, enhancing the program's quality and affirming dedication to excellence and iterative improvement.
b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required In recent years, TELUS International (TI) faced a significant challenge: the growing demand for B2 English speakers outpaced the available talent pool, hindering recruitment and internal career advancement. This was particularly evident in 2023, when 94% of the company's 21,000 new hires came from non-native English-speaking backgrounds. The competitive job market made finding candidates with the necessary language and technical skills increasingly difficult, leading to longer recruitment cycles and higher costs. TI developed Job Hunter to accelerate English proficiency timelines and unlock potential within the organization. By offering a flexible, scalable, and engaging alternative to traditional language training, Job Hunter combines industry-specific content, pedagogical agents, gamification, and a flipped classroom model to provide a personalized and effective learning experience. Framework 7 Units: Thematic "Seasons" frame the journey participants experience on the show Job Hunter. 25 eLearning Modules: Interactive modules cover core language skills and industry-specific content. 11 "Talk Time" Sessions: Live virtual interactions with facilitators and peers to practice business English from the program and receive real-time feedback. AI-Driven Pronunciation Coaching: Personalized feedback and practice on vocabulary and speaking exercises from eLearning modules. 8 Video Discussion Assessments: Participants engage with text and video prompts integrated with the program's narrative through asynchronous video dialogues. 5 Unit Tests: Assessments gauge learner progress and understanding after each module cluster. 5 ESL Test Prep Assessments: Practice tests aligned to internationally recognized and certified English language proficiency assessments. Benefits for Learners: Engaging & Relevant: Gamified storyline and industry-specific content make learning fun and immediately applicable at work. Flexible Learning: Flipped classrooms and asynchronous elements allow learners to study at their own pace and on their own time. Personalized Feedback: "Talk Time" sessions and AI-driven pronunciation coaching provide targeted feedback. Benefits for the Business: Cost-Effective: Virtual pedagogical agents reduce reliance on instructors, lowering training costs. Scalable: Blended learning allows adaptations for different group sizes and learning needs. Initial modules in learners' native languages ensure everyone understands the program goals and expectations. Talent Development: Investing in team member language skills demonstrates a commitment to their growth and development, aiding talent retention and attracting new hires.

c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required

Job Hunter's pilot consisted of three iterative phases to assess the program's effectiveness with different groups and delivery modalities:

Phase 1: A self-paced pilot for aspiring team members at the A1 English level. The program operated as an asynchronous, learner-driven course, and it was our organization's first attempt at implementing a flipped classroom solution for language training.

Phase 2: A time-bound pilot to prepare A1-A2 contractors for permanent positions. The self-paced program included a mentor to influence timeline adherence and coach participants on the flipped classroom routine.

Phase 3: An integration pilot that blended our existing A2 ILT Language Academy program (LATI) with Job Hunter. The program was merged with LATI's content, structure, and accountability mechanisms to increase efficiency.

Sixty people from three countries piloted the program, showcasing its adaptability for diverse contexts.

Key Metrics and Outcomes:

Language Proficiency: 100% of people who completed at least 80% of the program improved a CEFR level. Significant improvements were observed across all pilot groups, with 62% improving one or more CEFR levels in the first pilot, 38% achieving a higher CEFR in phase 2, and the LATI/Job Hunter blend (phase 3) saw a 5% increase in B2 graduates.

Promotion Rate: 30.7% of existing team members in the phase 2 pilot were promoted within a month of program completion. Notably, graduates from this group were part of an initiative in India to help women improve their earning potential.

Expanded Candidate Pool: Integrating Job Hunter in LATI (phase 3) increased the number of candidates that were officially hired for a customer service representative role by 35% compared to the previous groups these trainers led.

Efficiency Gains: The phase 3 model saved 32 instructor hours per LATI group and reduced time to proficiency by 2.62 weeks for 60% of participants.

Cost Savings: The blended pilot (phase 3) saved \$5,240 by accelerating candidate readiness and reducing stipend payments by \$100 per participant per week.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The appended document offers an overview of

Language Learning Strategies: Key strategies derived from the training needs analysis (TNA) to address specific learning challenges

Framework and Training Objects: An illustrative view of the program's structure, showcasing representative training modules

Testimonials: Feedback from mentors, participants, and the L&D team reflecting on their experiences with the program

User Ratings: Overall program rating based on user feedback and satisfaction

Pilot Results Summary: A concise executive summary highlighting the key outcomes and impact of the program's final pilot phase

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/20633/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDYzMywiYWxsYm93dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9Uq9fiGb-AhcwzQzL1vzdNzxts?Stevie%20F56%20Literacy%20Training%20-%20Job%20Hunter%20support%20material.pdf>)

Would you like to add an additional supporting document?

No

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