

Case Study

Allied Gems



How Gems & Jewellery exporter was able to reduce Credit Risk and Revenue Realisation through Multibhashi.



Multibhashi
Language Learning Simplified

At a Glance

Allied Gems & Jewellery Corporation

Allied Gems is an Indian exporter of precious gemstones with clientele' across the globe. It has been in business since decades and has seen a surge in direct overseas customers in the recent past.

Context

Having branches in Gujarat / Maharashtra, it's employee base is largely colloquial speaking with weak spoken-English skills. Client-facing representatives from Marketing, Finance & Accounts teams who would need to constantly interact with the clients towards Invoicing, Receivables Management, Upselling etc...needed Upskilling in spoken-English for frequent and critical functions that impact business.

Goal

Since multiple functions had to interact with global customers towards critical business functions, it was imperative for these frontline executives to Upskill in spoken-English for better connect with the customers resulting in business longevity and frictionless exchange. Multibhashi was chosen to develop a specific curriculum to train such Grey-collar / White-collar executives to shed colloquial inhibitions and embrace spoken-English in order to make a critical difference to the company's prospects as well as their own future employability.

Approach

Multibhashi quickly scoped out the need-gap of each key functionary by interacting with each one of them who belonged to different language backgrounds, age-groups & demographics and identified the pain-points faced by them during real-world interactions with the customer and how the learning content needed to be fortified with relevant content and structure so as to effectively & efficiently train them on-the-job. The training material of Multibhashi exposed to them included spoken-English as well as job-role specific use-case scenarios customized to their customer scenarios via remote Video-conferencing harnessing Cloud Telephony & Skype to conduct, collaborate and cross-learn via anecdotal analogies and reinforcement quizzes all of which was imparted in a colloquial medium of instruction and gradually calibrated to pure-play spoken-English with increasing comfort level of the learners' adaptability.

Solution

Technology Deployed

- Cloud Telephony & Interactive Video along with Audio logging for future audit.
- Indic to Anglic Content was developed by empaneled linguist experts who structured it into comprehensible chunks of concepts and real-world job-role based applied learning was imparted to maintain an easy learner experience. Continuous Assessment was implemented via MCQs, reinforcement & interactive exercises, role-play dialogues and several unique mechanisms to enthuse & motivate the learners as well as help in swifter offtake of the custom curriculum.



About

Multibhashi

Multibhashi is a simplified Language learning platform for

- Upskilling vernacular speakers in spoken-English
- Refinement of vernacular speakers in their own Indic language usage & associated etiquettes and soft-skills.

Multibhashi is a Technology platform that imparts impactful Content designed by its empanelled Linguist experts across major Indian languages imparted via Cloud LMS, Cloud telephony, Streaming Video, Real-time Chat, Experiential Learning, Gamification & Interactive evaluation leading to Adaptive Learning by the user. Multibhashi also undertakes bespoke services such as Content Localisation, Corporate Training in Indic Vernacular for rural outreach / marketing businesses such as Telemarketing, BPO, e-commerce etc...