

# How H&M improved its customer experience by helping employees communicate better



## The Challenge

H&M wanted its employees to be able to **effectively** hold a **conversation** in English by **improving** their **language skills** and abilities.



## Pre-training situation

64 participants from H&M were evaluated on their English communication skills. The results showed that **59% of them were at an A1 level** as per CEFR.\*



**98%**  
completion rate  
of assignments

**82%**  
attendance of online  
training sessions



**100%**  
training  
success rate



## The Solution

38 employees from H&M were trained for **2 months** under the **English Pro+ Program** which is a blend of virtual live training and online assignments.

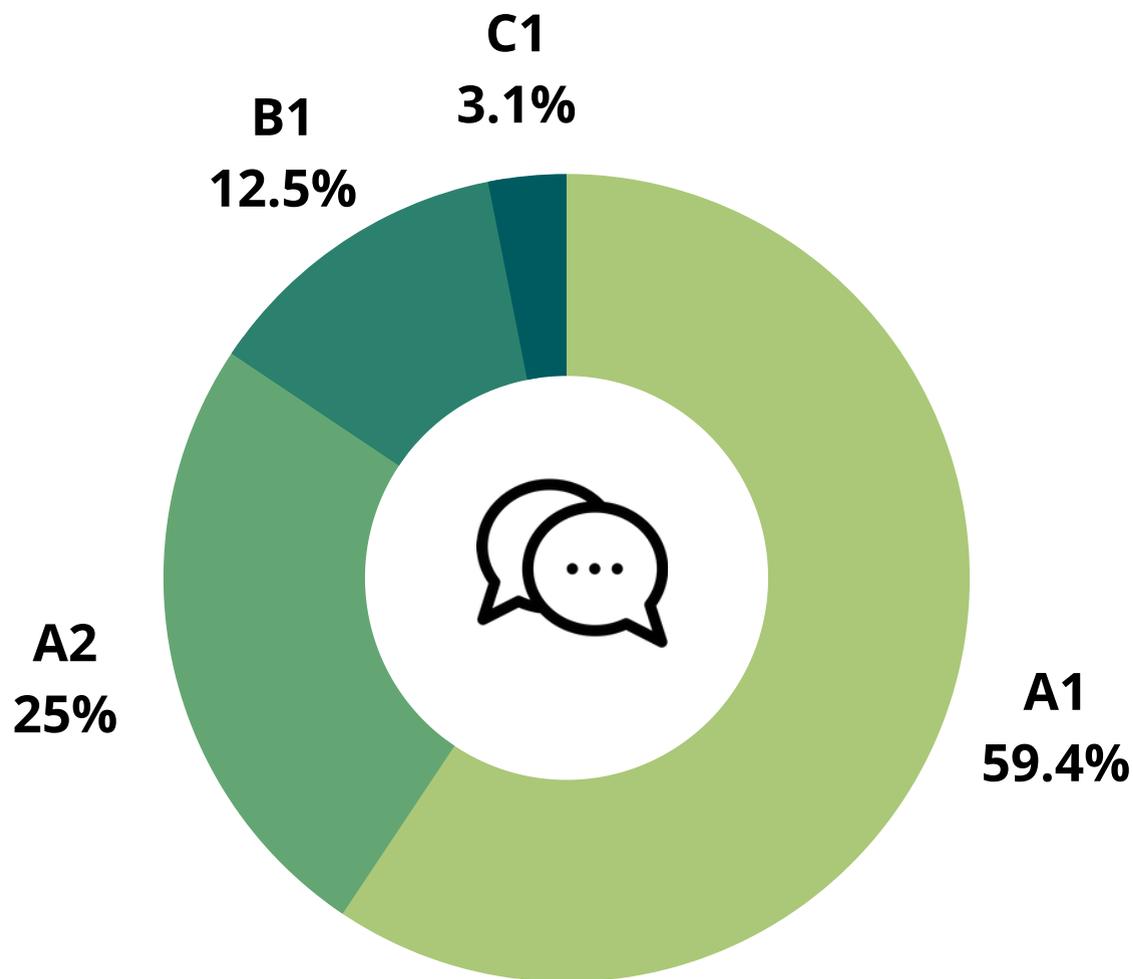


## Post-training results

All participants progressed to the A2 CEFR level. The trainer's feedback showed that there was a **significant improvement in their conversational skills**.



## Prior to the training program, 59% of H&M's participants were at an A1 CEFR level



CEFR Level	No. of Participants	Language ability at corresponding level
A1	38	Can use basic and familiar expressions to communicate Can ask and respond to very simple questions
A2	16	Can take part in simple exchanges on familiar topics Can communicate routine information
B1	8	Can understand the main points of discussion of a known topic Can communicate feelings, opinions, plans and experiences
B2	0	Can communicate easily with native English speakers Can understand and express some complex ideas and topics
C1	2	Can use and understand a wide range of the language Can use English flexibly for social and academic purposes
C2	0	Can understand almost everything that they read or hear Can communicate fluently and precisely in complex situations

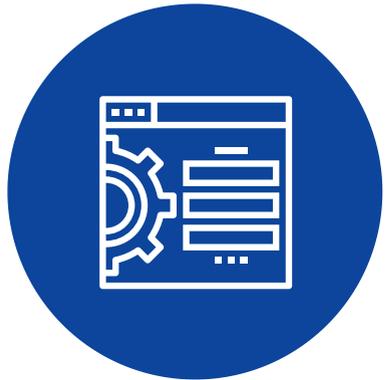
**64 participants** from H&M were evaluated on their English communication skills based on the CEFR\* framework.

## 38 Participants across 13 cities were trained under the English Pro+ program



### **Virtual Training**

38 participants whose score corresponded to the A1 CEFR level were trained under the [English Pro+](#) program. This program at H&M was a mix of live virtual sessions and offline assignments.



### **Content Customization**

Each participant had to go through a pre-assessment before the training began so the program could be customized to focus on their weak areas.



### **Across 13 Cities**

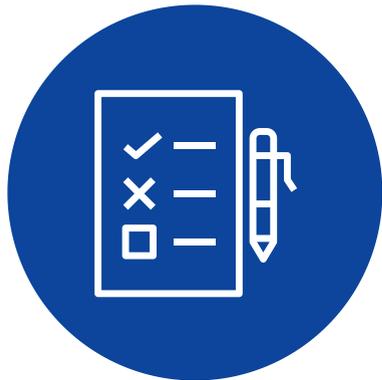
The participants were virtually trained for two months over Zoom as they were spread across 13 different cities in India.

## 38 Participants across 13 cities were trained under the English Pro+ program



### **Live Trainer**

The trainer led the virtual sessions and helped participants overcome their doubts by articulating and presenting the concepts in a simple manner.



### **Offline Assignments**

There were speaking and reading assignments that participants had to complete before each session. These assignments reflected their growth during the training period.

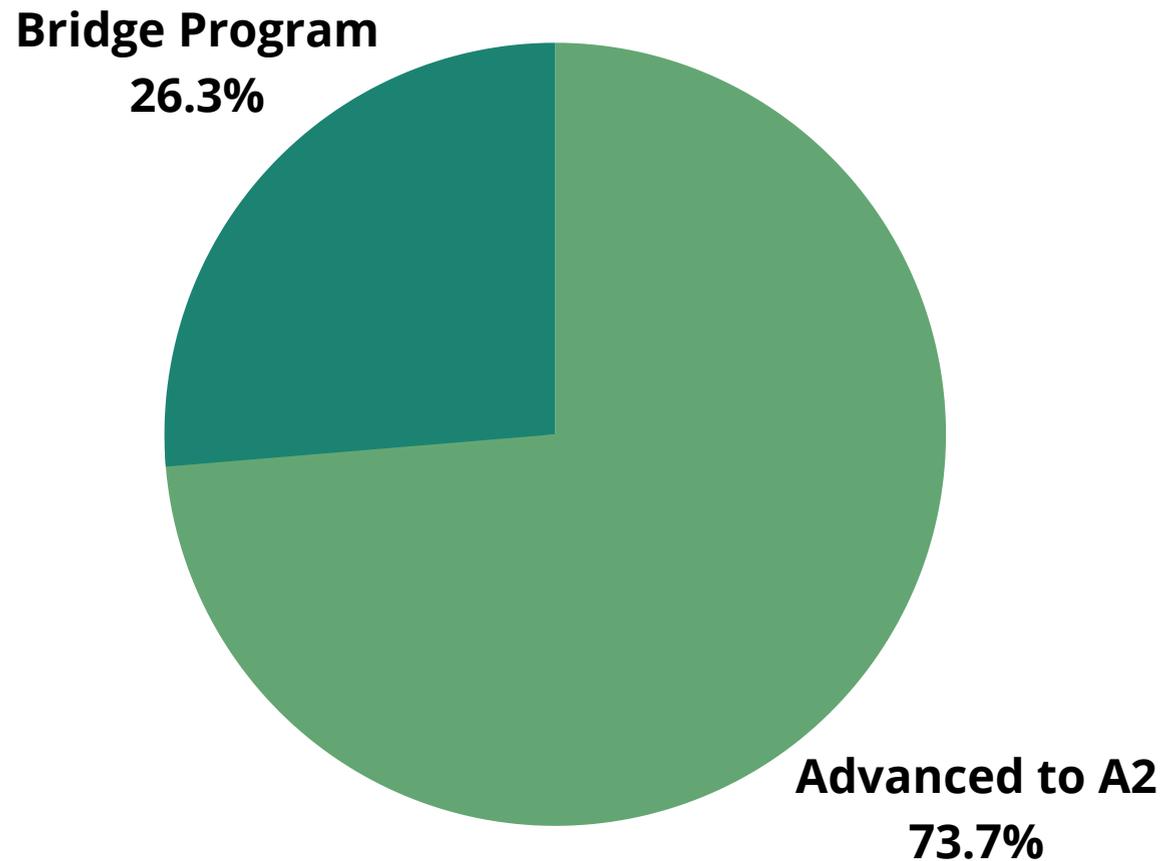


### **Classroom activities**

The trainer also got participants to do role-plays, presentations, group discussions, and interact with each other within the virtual class.

Watch the participants' journey and growth through the sessions [in this video](#).

# 100% of the participants advanced to the A2 CEFR Level



- By the end of the training period, **twenty-eight** out of thirty-eight participants showed tremendous improvement in their communication skills and **advanced to the A2 level**.
- **Ten participants** were taken through a **bridge program** as they needed more support to understand the concepts and reach the A2 level.
- Towards the end of the bridge program, **all ten participants progressed to the A2 level**.

Post-training results	No. of Participants
Advanced to the A2 Level	28
Taken through a bridge program	10

The trainer's feedback on each participant showed that those who advanced to the A2 level were able to communicate better and more effectively. This has helped them improve the quality of their interactions with customers at their stores.

# Participant feedback

Training aspect	Average rating (Out of 10)
<b>Trainer interaction level</b>	<b>9.75</b>
<b>Trainer's attitude towards the participants</b>	<b>9.84</b>
<b>Opportunity for discussion &amp; asking questions</b>	<b>9.13</b>

All the participants had a very positive response to the training sessions. The video content, group discussions, and the trainer's assistance throughout the program were appreciated by most of the participants in their feedback.

The participants also provided feedback on the training sessions and our trainer.

# Participant feedback

The best part is we learn through videos and that's very easy to remember.



**Ramesh Solanki**  
Participant

The classroom interactions & discussions about the various topics - personal and professional were the best parts.



**Naveen Shukla**  
Participant

I shared information about Indore city and ma'am gave me feedback about my speaking and grammar. That was the best part for me because I got to know about my weakness and strengths.



**Aarti Gaade**  
Participant

We were truly inspired by the H&M Team's journey. If their story has inspired you as well and you would like to make a difference to your team by helping them communicate better, a **free communication audit** could be a good starting point.

You can connect with Mahesh Tharani, Co-Founder at English For India, at [+91 78996 90039](tel:+917899690039) to know more about this.

[#LetsCommunicate](#)