

Training Company Embraces Technology-Driven Collaboration

Customer Case Study



Wall Street English-China brings together remote teams and creates new student offering using Cisco collaboration tools.

EXECUTIVE SUMMARY

Customer Name: Wall Street English-China

Industry: Language training

Location: Shanghai, China

Number of Employees: 2000

Challenge:

- Conduct meetings with remote offices in efficient, cost-effective manner
- Offer students online training to supplement classroom work
- Use video-based collaboration to improve business efficiency

Solution:

- Cisco TelePresence facilitates face-to-face working sessions through high-definition video
- Cisco WebEx Meeting Center provides interactive desktop tools that integrate with telepresence
- Cisco WebEx Training Center offers desktop video and interactive tools to teach online

Results:

- Created value-added supplemental online courses
- Improved efficiency of meetings, training, and job interviews
- Strengthened company's professional, high-quality reputation in training industry

Challenge

Headquartered in Shanghai, with 46 offices located throughout mainland China, Wall Street English-China is a leading provider of English language training, having successfully taught more than 200,000 students. Its parent company, the United States-based Wall Street English International, is a subsidiary of Pearson Education, one of the world's largest educational publishing companies.

Wall Street English-China communicates frequently with its local network of regional offices and training centers, as well as a broader network of overseas divisions. "With so many of our offices geographically dispersed throughout China, we wanted to make sure that we were working together as efficiently as possible," says Yu Chen, IT director of Wall Street English-China. "That's why we felt it necessary to implement a video-based collaboration solution to help enhance the effectiveness of our meetings, and ultimately, our overall productivity."

However, not just any type of video conferencing solution would do. Because the success of Wall Street English-China is directly attributed to its high-quality training, the company would need an innovative, best-in-class technology to reinforce its professional image.

Solution

With Cisco routers and switches as the basis for its network, Wall Street English-China was well aware of the reliability that the brand offers. Chen and his team felt confident making Cisco its collaboration standard as well. "With Cisco TelePresence and Cisco WebEx, we not only get high-quality video to facilitate face-to-face communication, but also an integrated solution that ensures a reliable, consistent experience for users," says Chen.



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IT Director
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More Efficient, Personalized Internal Communication

Today, the company’s employees consider Cisco TelePresence® an indispensable part of their day-to-day jobs. “We use Cisco TelePresence every day to video conference with our remote offices,” says Eilly Wang, IT logistics supervisor at Wall Street English–China. “It’s honestly hard to imagine what life would be like without this technology.” The company currently has two telepresence endpoints in its Shanghai office, two units in its Beijing office, and one unit in each of its other remote offices located in Guangzhou, Shenzhen, Hangzhou, and Qingdao.

Wall Street English–China also uses Cisco WebEx® Meeting Center in conjunction with Cisco® TelePresence during meetings. “While telepresence gives us an exceptional video experience, Cisco WebEx technology gives us interactive tools and desktop-sharing features,” says Chen. “We use both technologies during all of our internal meetings to have the best of both worlds.” Multiple departments, including sales, training, and human resources, rely on Cisco collaboration technologies to streamline communication and work more effectively.

Smarter Recruiting through Cisco TelePresence

The company also uses Cisco TelePresence to conduct interviews with remote job candidates. In the past, this required flying individuals to the company’s headquarters in Shanghai, but with Cisco TelePresence, the company has cut travel costs significantly by inviting candidates to a closer telepresence-equipped office location. “Not only does this help us save money and time,” says HR Recruiting Manager Scarlett Wong, “it also creates a positive image of our company, because it shows potential new hires that we operate in a high-tech, innovative environment.”

Greater Student Flexibility with Online Training

Wall Street English–China’s students come from various backgrounds, including both business people and housewives. Realizing that some of these students have more time available to invest in learning English than others, the company wanted to offer additional training options. The result was Channel WSE, an online training service that utilizes Cisco WebEx Training Center. “Students can supplement their in-person learning and get the most out of what we have to offer,” says Chen.

“We offer 238 online training sessions a week on 180 topics that change every day,” says PR Manager Clare Zhang. “It keeps the courseware fresh and interesting, which is why we think it’s become so popular.” The spike in online attendance eventually led Wall Street English–China to build customized WebEx training booths for instructors, allowing them to take full advantage of the interactive tools available, particularly face-to-face video. “With video, our instructors can explain certain concepts in an easier, more natural way,” says Zhang. “WebEx creates this engaging, dynamic atmosphere that both our students and instructors really enjoy.”

Results

Over the course of just two years, Channel WSE has attracted more than 8500 students, and that number continues to grow. “Each month we survey online students regarding their satisfaction with the program, and the results are always very positive,” says Zhang. “The majority of respondents rate online courses as extremely helpful to their learning.” Thanks to WebEx Training Center, Wall Street English–China has been able to create a new value-added service offering.

With a new technology-driven collaboration strategy, the company also improves operational efficiency. “Now we can quickly meet face-to-face with our remote teams,” says Chen. “This streamlines many of our administrative processes,

including faster distribution of corporate communications and training best practices, as well as decision making. By reducing the amount of travel required to collaborate synchronously, we make better use of everyone's time."

Cisco collaboration technologies further provide Wall Street English-China access to the most skilled English language instructors. Says Zhang, "Our goal is to provide the highest standard of training possible. A key piece in that equation is having the best staff and instructors. With Cisco WebEx technology, we can have instructors on our team from all over the world, and continue to maintain a competitive edge in the Chinese education market." Recognizing video as its key way to collaborate with and train remote employees, Wall Street English-China is designing their video plans for today and for the near future.

Next Steps

To meet the growing demand for English language skills in China, Wall Street English-China plans to open an additional 50 learning centers in the next three years. With this expansion, Chen expects to see even greater reliance on Cisco collaboration technologies. "As we continue to move forward with our national expansion, we plan to purchase more Cisco TelePresence end points to facilitate effective communication amongst our learning centers and remote office locations," he says. "Cisco collaboration technologies have transformed the way we operate globally, and we look forward to using these tools as we continue to evolve and grow."

For More Information

- To find out more about Cisco collaboration, visit: <http://www.cisco.com/go/collaboration>.
- To read WebEx success stories, go to: <http://www.cisco.com/go/webexcasestudies>.
- To join conversations and share best practices about collaboration, visit: <http://www.cisco.com/go/joinconversation>.

Product List

Collaboration Solutions

Conferencing

- Cisco WebEx Meeting Center
- Cisco WebEx Training Center

TelePresence

- Cisco TelePresence

Routing and Switching

- Cisco 3845, 3825, 1841 Integrated Services Routers
- Cisco Catalyst® 3560G, 2960 Series Switches



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