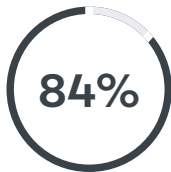
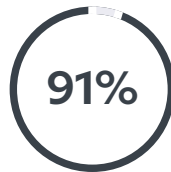


Promoting Diversity — with Babbel

Language learning promotes diversity at Scout24. With a team of over 1,500 employees from 56 countries, their motto is: "Diversity drives innovation."



Perceived more effective intercultural collaboration



Felt motivated to learn a language with Babbel

Top 3 Reasons To Use Babbel

- ✓ Language Learning fosters diversity
- ✓ Improved international communication
- ✓ Flexibility that meets the Scout24 team's needs

Scout24 is a leading operator of digital marketplaces specialising in the real estate and automotive sectors in Germany and other selected European countries.

The Challenge

As Scout24 grew, the number of daily cross-cultural touch points increased as well. But how do you develop a unified company culture when team members have many different cultural backgrounds? The solution was to foster and celebrate diversity and to offer additional educational opportunities. Babbel met this need by providing a flexible language learning solution that worked well for the team.

"Diversity drives innovation – the best ideas come from mixed teams where different experiences complement each other."



Jesko Schäfermann,
Vice President People,
Organisation & Culture

Why Babbel?

Any Scout interested in learning a language receives a Babbel account and can learn where and when they like. Flexibility in the learning process is an exceptionally important factor for motivation.

"A modern tool like Babbel increases our employees' intercultural understanding and their enthusiasm for learning."

Because of this flexibility, e-learning fits well into the company and in its way of working. Babbel's courses can be individually designed using Babbel's flexible content and, therefore, empowers employees to communicate effectively in an international working environment, learn a new language, or enhance existing language skills.

Summary

Scout24 informs and guides people to make important life decisions. To deliver this valuable guidance to users, innovative ideas are essential. Babbel's leading-edge online language solution helps facilitate this innovation by increasing intercultural understanding.

Scout24 by officedropin.com

