

Client Spotlight Series

Presented by the TOEIC® Program

RECRUITING WITH HIGHER PROFICIENCY STANDARDS



CORPORATE



TRAVEL & HOSPITALITY



TOEIC® L&R TEST



DEVELOPMENT

SUMMARY

For global air transport leader Air France, effective communication is imperative to uphold their commitment to the safety and service of their passengers.

Based on the strong global reputation of the TOEIC® Program, Air France replaced internally developed English tests with the TOEIC® Listening and Reading test as part of their application process.

The TOEIC tests provided the accuracy, efficiency and convenience Air France needed to confidently recruit professionals with the language skills required to meet Air France criteria.

SNAPSHOT

Organization: Air France

Location: Tremblay-en-France, France

Company Size: 10,000+ employees

About: Air France, the number-one French airline, is a leading global player in passenger transport, cargo transport and aircraft maintenance. The airline operates over 2,000 daily flights to more than 320 destinations and 118 countries. It is a subsidiary of the Air France-KLM Group and a founding member of the SkyTeam global airline alliance.¹

"There is no doubt that the people we recruit today possess better English-language skills."

Patrick Rooy
Pilots Selection Department Manager, Air France

AIRFRANCE



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CHALLENGE

Air France conducts over 2,000 daily flights to destinations around the world.¹ But operating on this international scale, employees, particularly pilots, need to effectively communicate with foreign services on the ground and in the air to help deliver the best possible travel experience for Air France passengers. In these situations, a good level of general English-language skills, more than technical English, is essential. As part of its recruitment process, Air France used its own internally developed English-language tests to assess applicants' communication skills. However, these tests posed increasing concerns of internal resource management and data quality as candidates could prepare in advance for the tests, introducing bias to their actual skills. Air France needed to understand the English-language proficiency of its candidates with greater accuracy and efficiency in order to more confidently recruit professionals that fit the company's hiring criteria.

SOLUTION

In 2007, Air France chose the TOEIC Listening and Reading test to replace the internally developed English tests. According to Patrick Rooy, Pilots Selection Department Manager, global reputation was an important deciding factor. "We were looking for a test that is recognized at an international level, one that would be easily accepted by both the candidates and the relevant services at Air France," explains Rooy. "The fact that the TOEIC test is

used by major business schools and by the French Navy definitely tipped the scales." Additionally, the availability of numerous approved test centers throughout France provided flexibility and convenience to ensure ease of taking the test. "This makes it easy for candidates to take the test at a location near their home," says Rooy.

RESULTS

Together with the local expertise of the ETS® Global team, Air France determined the level of proficiency required to ensure candidates have the appropriate English communication skills to function well in an international environment. As part of the Air France recruiting process, applicants provide their TOEIC Listening and Reading test scores for review after they take the test at a local public test center. For pilots, said Rooy, "Initially we set a level of 800 as the required TOEIC test score, then we increased the requirement to 850 without this affecting the number of applicant candidates." With results considered "highly satisfactory," according to Rooy, "there is no doubt that the people we recruit today possess better English-language skills."

To learn more about the *TOEIC*® program visit **TOEICglobal.com** or contact your local ETS Preferred Network office.

¹ 2016 data from www.airfrance-klm.com



For almost 40 years as an industry leader, the *TOEIC*® program has set the global standard for assessing English-language communication skills needed in the workplace. With about 7 million tests administered every year, the TOEIC tests are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.