



amazon

| career
choice

CASE STUDY:

Powering Success with EnGen English Upskilling at Amazon

Global retailers are among the largest employers in the U.S. – and immigrants, refugees, and speakers of other languages, now nearly 1 in 5 U.S. workers, comprise a growing portion of the sector's workforce. Employee access to English instruction can foster on-the-job communication, improve workplace safety, and support employee retention – and is also key to workers' long-term career and economic mobility. A workplace-based English program pioneered by Amazon and EnGen holds promise for other global retailers seeking to upskill their workforces.

“Language programs are no longer a nice-to-have—they’re a necessity for employers seeking to retain talent in a competitive market.”

– Tammy Thieman

Global Director of Amazon Career Choice

Amazon's Career Choice, an educational benefit for Amazon employees that pre-pays tuition for language programs, skills training, and college classes, selected EnGen as an English learning partner in 2022. The partnership has connected thousands of Amazon's hourly employees with personalized, mobile-first, career-aligned English instruction, with promising results recorded in a 2023 learner survey:



89% of Amazon learners improved their confidence in using English.



86% said their job skills have improved as a result of using EnGen.



86% report saving time at work as a result of improved English skills.



90% will stay with Amazon because EnGen is an employee benefit.

Feedback from EnGen learners at Amazon further demonstrates the program's impact:

“The program is easily accessible at home and gives workers who don't have time to commute to school an opportunity to study English.”

“At work, I translated for my people to understand my manager when he spoke to them.”

“I took English lessons at a high school in Ukraine, but I couldn't speak. After the EnGen course, I became more confident.”

STEPS TO SUCCESS

Eligible U.S.-based Amazon employees in the U.S. can enroll in Career Choice after 90 days of employment. They can select from various EnGen packages and register for tuition payment via Career Choice. Amazon's success in offering EnGen to employees across the country offers a blueprint for other e-commerce retailers and beyond:



1. Ask employees what they want to learn. Language programs have been Amazon Career Choice's fastest growing global offering over the past year. With 1 in 10 working-age adults in the U.S. identifying as an English learner, it's no surprise that demand for English instruction is on the rise locally. EnGen has proven to be an easy-to-implement, highly scalable solution for Amazon, serving over 2,200 learners.



2. Offer on-demand, easy access to upskilling. Amazon Career Choice and EnGen are both accessible on-demand via smartphone, putting resources and instruction at employee's fingertips. EnGen's courses are bite-sized, able to be completed in as little as 10 minutes, allowing learners to make progress in their learning on breaks, during commutes, or at home as convenient.



3. Invest in employee success. Amazon Career Choice offers prepaid tuition for employees up to the tax-free amount in the U.S. Within that limit, eligible employees can access EnGen on-demand for a year, and add on live online courses and workshops. Unlike many traditional tuition assistance programs, pre-paying tuition removes the financial burden of going back to school.



4. Connect instruction with real-world goals. Adults learn best when instruction is connected to their real-world goals, like better communication with colleagues or earning a promotion at work. EnGen offers 130-plus career-aligned pathways, including courses like English for E-Commerce Warehousing and Introduction to Warehouse Machinery that equip learners with vocabulary and skills that are applicable to their jobs. Contextualized instruction gives learners opportunities to practice English and make faster progress toward their goals.



5. Create pathways to long-term success. Career Choice administrators recognize that English proficiency is an on-ramp to other career development opportunities – at Amazon and beyond. After completing EnGen courses, Amazon learners have enrolled in college courses or training programs to pursue careers as varied as IT and pharmacy, made more accessible with Career Choices' prepaid tuition. The benefit allows learners to work at Amazon while pursuing other goals, fostering both employee retention and long-term career mobility.

“We’re proud to offer EnGen as an education partner for Career Choice, adding to the hundreds of best-in-class offerings available to our employees. We’re committed to empowering our employees by providing them access to the education and training they need to grow their careers.”

– Tammy Thieman, Global Director of Amazon Career Choice

SCALING IMPACT

Working with Fortune 500 companies, regional employers, higher education, apprenticeship programs, and government institutions, EnGen is advancing economic mobility, workforce inclusion, and talent pipeline development at the scale needed to serve both New American workers and the U.S. workforce. EnGen is built with technology that has served over 4 million language learners worldwide.



LEARN HOW

ENGEN CAN WORK AT
YOUR ORGANIZATION.