



**Empower your  
business with Aptis**

The evolution of information and communication technology has shrunk the world and helped companies to scale up faster. In this transformed market scenario, English has become the most preferred language for business, as it connects people from different regions, countries and continents. The growing popularity of English as a medium of communication makes it essential for companies to enhance their English language proficiency.





## Companies with excellent English language skills are likely to perform better and succeed faster.

In today's dynamic business environment, competent staff with the ability to comprehend and communicate effectively in English can directly translate into higher profitability and better brand image of the company. Hence, it is important to review, recruit and train professionals based on their English language skills.

However, when it comes to hiring a new member of staff or appraising an existing employee's performance, companies often find it challenging to make the right decision. A reliable English language assessment tool can help human resource managers not only to hire and appraise the right talent but also to enhance the level of English proficiency in the company.

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"We believe both our company as a whole and individual staff will benefit from the benchmarked results by having progressive follow-up training to improve English standards."

**Jeff Ma, Head of Training and Development  
Kerry Logistics**

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## Introducing Aptis for Corporates – a complete English language testing solution for your business.

Aptis is a new generation, industry-agnostic English language test, designed to provide reliable results at affordable costs. It helps companies to assess the language proficiency of their staff, regardless of their experience, skills or computer literacy level. Aptis was developed by the British Council, an organisation with over 80 years of experience in English language teaching and assessment.





Aptis is accurate and reliable. It was developed by the British Council's Assessment Research Group, based on the latest research in English language development.

Aptis helps businesses make informed decisions on assessment, recruitment and workforce development by putting the English language proficiency of their employees to the test. An employee's performance in the test closely reflects his or her understanding of English within a functional context, making it extremely easy to pinpoint areas for improvement.

Aptis scores are mapped to the Common European Framework of Reference for Languages (CEFR). It is a reliable tool for talent managers and decision-makers to get an accurate insight into the English skills level of their workforce or potential staff members.

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"Previously, we had to test our potential employees on our own, just on writing and reading, and speaking via interviews, which was not effective enough. We are very pleased with our decision to use Aptis. Apart from its affordability and professional delivery, we would like to recommend Aptis for its reliability to benchmark English skills of your employees or the people that you are going to take in."

**Jacqueline Sigar, Cabin Crew Manager,  
VietJet Air**

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## **Aptis is the smartest way to evaluate English skills.**

It is a thoughtfully designed assessment tool that tests the language competencies of an existing or prospective employee. Aptis follows a detailed reporting system, wherein individual and group reports are provided, so that companies can get a clear picture of the test takers' strengths and weaknesses along with their rankings amongst colleagues.





Aptis is a flexible testing system that assesses the reading, listening, writing, and speaking skills of an individual. Companies can choose any one skill or all of these skills along with the mandatory core component.

Grammar and Vocabulary form the core of every Aptis test to accurately determine the language proficiency of the test taker. Companies can choose other language skills based on their specific needs, making the results most relevant. Aptis offers 15 strategically designed test packages to choose from, and the results are made available within 48 hours, regardless of the package chosen.

Aptis can be easily plugged into the existing human resource system of any company. It can be delivered conveniently at any location, anytime, using multiple delivery modes: computer, tablet, telephone or pen and paper.

### Aptis Packages Available

1. Core + Reading
2. Core + Listening
3. Core + Writing
4. Core + Speaking
5. Core + Reading + Listening
6. Core + Reading + Writing
7. Core + Reading + Speaking
8. Core + Listening + Writing
9. Core + Listening + Speaking
10. Core + Writing + Speaking
11. Core + Reading + Listening + Writing
12. Core + Reading + Listening + Speaking
13. Core + Reading + Writing + Speaking
14. Core + Listening + Writing + Speaking
15. Core + Reading + Listening + Writing + Speaking

**Many companies across the world trust Aptis to measure how well their employees use English at work.**

Aptis is a complete English language test. It can be part of any company's English language development programme. The test is currently used by various multinational corporations, small to medium enterprises and private firms around the world to assess the English language skills of their employees.





Talent Managers in many global companies, such as Siemens and GlaxoSmithKline, depend on Aptis to make informed decisions. The test helps them focus on critical language competency areas and prepare their businesses for the future.

The following is a partial list of our clients spread across continents and industry sectors.

- Air Algeria
- VietJet Air
- Kerry Logistics
- KPMG
- GlaxoSmithKline
- Vodafone
- Innotech
- NetSol Technologies
- Adecco
- BCEAO

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“Aptis has allowed us to benchmark our employees’ English skills, quickly, easily and affordably. We have been able to identify those employees who need further training, and those who may be suitable for an alternative role within our business.”

**Reem Salah, Human Resources  
GlaxoSmithKline**

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## Case Study

**Country:** Poland

**Client:** Adecco Poland – a branch of Adecco Global, an international leading provider of HR solutions

**Test takers:** Employees

**Purpose of the test:** Recruitment of customer facing staff

**Skills package:** Core + Reading + Listening + Writing + Speaking

**Mode of Delivery:** Computer (browser version)

**Administration:** Adecco

### Description

The Polish branch of an international recruitment company Adecco used Aptis to test the English language levels of employees working at the customer-facing Welcome Centre, whose main task is to register service requests of external customers from Europe, the Middle East and Africa in 11 languages. Adecco's customers rate quality of service (including language skills of employees) through a Customer Satisfaction Survey, so it was essential for the employees to be at the required level. The company's recruitment process also includes an interview in a foreign language and an online language test.

Aptis was chosen to test both new and existing employees at the welcome centre for a number of reasons:

- Aptis was convenient for Adecco as they were able to administer and invigilate the tests themselves;
- Adecco had to use only one test to measure all skills of their employees;
- Adecco was able to present results to clients and customers.

### Results/impact:

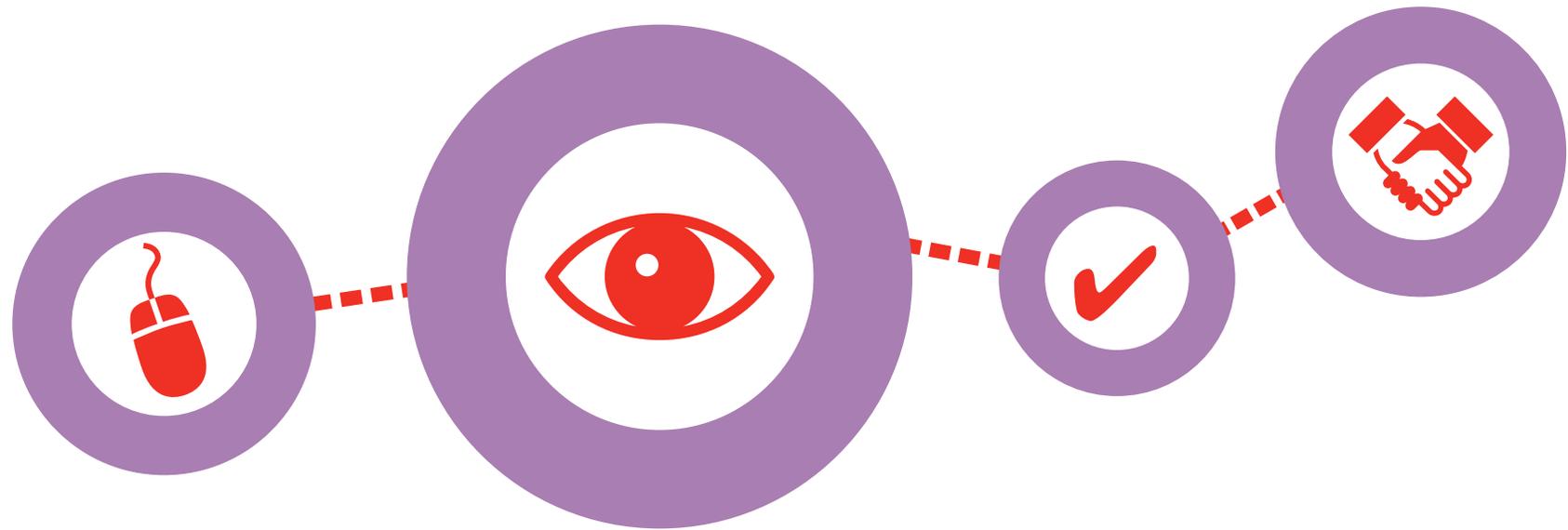
Adecco has decided to establish a permanent cooperation with the British Council and to use Aptis as an official recruitment tool for the Welcome Centre. Aptis has been integrated as part of an annual recruitment process for the company and is the evaluation tool administered to existing staff in order to determine their ongoing English capability. Existing staff are subsequently given the opportunity of further English language training if required. Adecco management also commented that the words and phrases used in Aptis were exactly what Adecco employees used in their everyday work.

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“We used Aptis to verify the language skills of our employees working in customer care with international business customers. Every employee of ours must speak English at least a B2 level – this is something we need to verify on on-going basis. The previous exam we were using did not test speaking skills, so the exam result did not reflect the general level of language knowledge; some employees should have not been allowed to talk to native speakers by phone. Using Aptis allowed us to determine and compare the level of English in five skill areas and decide who could be assigned to phone or email communication with native speaker customers. We were able to conduct the exam at a time convenient to us, for any number of candidates instead of organising large sessions. We also liked the user-friendly interface. All of our Aptis sessions went smoothly and all candidates were satisfied that the difficulty level was sufficient. We will be using Aptis every three years for re-certification.”

**Marta Gerlach-Kaleta**  
**Senior Project Manager**  
**Adecco, Poland**

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- To know more about Aptis, visit [www.britishcouncil.org/aptis](http://www.britishcouncil.org/aptis)
- Try the test yourself at [www.britishcouncil.org/exam/aptis](http://www.britishcouncil.org/exam/aptis)
- To find out how Aptis can help your company, visit [www.britishcouncil.org/exam/aptis/assessment/business](http://www.britishcouncil.org/exam/aptis/assessment/business)
- Call \_\_\_\_\_ to speak to a British Council representative
- Fill out the form and request for a call back at <https://www.britishcouncil.org/contact>