

Case Studies Corporations using GoChinese

Example 1 MTR Corporation



The world's leading railway operator, carrying 3.4 million passengers in Hong Kong everyday. MTR has been using GoChinese since December 2004 for their general employees and senior management's language support.

How is GoChinese used?

- Provides language training materials related to company-specific customer service, operational activities and business language usage
- Enables language support for speeches and work-related materials through the 'Personal Content' feature
- Allows seamless access from company intranet



How has Gowell provided additional support?

- Customizing training materials by Gowell's teaching specialists
- Providing an average of two upgrades per year
- Holding 'refresher' and 'topics of interest' sessions with guest speakers, such as 'New, Hip Words in Putonghua' in May 2007

"Congratulations. You deserve the award with all your innovation and continuous improvements. GoChinese is indeed helpful to us."
– Training Manager, MTR Corporation

Example 2 Hospital Authority



An independent organization, accountable to the Hong Kong Government, responsible for all 38 public hospitals and institutions in Hong Kong. Hospital Authority has been using GoChinese since March 2005 for all its employees.

How is GoChinese used?

- Featuring a 'Healthcare Putonghua' course, developed by Gowell, among a selection of online courses offered
- Enables language support of personally submitted text through the 'Personal Content' feature
- Allows seamless access from HA's e-learning intranet

How has Gowell provided additional support?

- Customizing training materials by Gowell's teaching specialists
- Providing an average of two upgrades per year
- Also holding 'refresher' and 'topics of interest' sessions with guest speakers, such as 'Sharpen your Putonghua,' with focus on challenges faced by Cantonese-based speakers, in October 2007