

CASE STUDY

Scout24

With their digital marketplaces ImmobilienScout24 and AutoScout24 – market leaders in Germany and across Europe – Scout24 serves as a guide for consumers and helps them make informed decisions. More than 1,200 employees from 56 countries work together on Scout24 products and services, always putting the user first.

SCOUT 24



Scout24 by officedropin.com

The challenge

As Scout24 grew, the number of cross-cultural touchpoints in everyday work increased as well. But how do you develop a uniform company culture when so many different cultures are mixed together? The solution was to foster a company culture that made diversity a focus of its own. As everyday work at the company is designed to be flexible and digital, Scout24 had to find a way to offer educational opportunities that fit. Babbel met this need by providing a flexible solution that worked well for both the company and 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

According to Schäfermann, the diverse experiences include, among others, the different national and cultural backgrounds of the employees.

Babbel in practice

All permanent employees can use various continuing education options, including language learning with Babbel. Every Scout who wants it receives a Babbel account, explains Schäfermann. 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.«



Scout24 by officedropin.com

For this reason, the concept of e-learning fits well into the company and in its way of working. According to Schäfermann, the company has many modern and digital learning opportunities that address the varied needs of employees. Babbel fulfills all these requirements because the language courses can be individually designed using Babbel's flexible content.

In this way, Babbel's language courses empower 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 that promise to users, innovative ideas are essential. The success of this approach is visible not only in the success of the company but also in the diversity of the employees. For Scout24 the motto applies: the more diverse, the more innovative.