

Linguaskill helps the Egyptian Banking Institute (EBI) achieve its expansion plans by reaching more clients in the Egyptian and African markets



CENTRAL BANK OF EGYPT
Egyptian Banking Institute



'Linguaskill assesses learners' abilities to speak, write and understand the English language, which can help to develop the candidate and support their performance in the business environment.'

Ahmed Eid, Head of Assessment Services Department

EBI, the official training arm of the Central Bank of Egypt, helps to develop the skills of financial services professionals. It aims to become the lighthouse for banking sector development across strategic African and Arab countries, through providing best-in-class human capital development services by mirroring the latest international banking trends. EBI excels in providing state of the art training solutions in areas of banking, management, leadership, information technology, SMEs and entrepreneurship.

EBI's Assessment Services Department (ASD) was founded in 2015 with an aim of supporting and developing the human resources capital by helping organisations build assessment strategies and solutions to serve its objectives of: Selection and Hiring, Promotion, Development & Talent Identification. EBI's Assessment Services Department uses two Cambridge tests to assess candidates' English proficiency: the Cambridge English Placement Test and Linguaskill, a quick and convenient online test to help institutions and employers check the English levels of individuals and groups of candidates.

Supporting Client Growth

EBI started using Linguaskill in September 2019 at its main headquarters in Cairo. It chose the test for its credibility within the sector, as Ahmed Eid, Head of Assessment Services Department, explains: 'We chose Linguaskill to help us expand our client base, since it is a highly requested test because of its accuracy, time and cost efficiencies. The high-quality test that can be taken anywhere at any time and with fast results.' The test is administered either by EBI staff or their local and international partners and specialists in the field. Test administrators and test takers alike appreciate the test's ease of use and the flexibility of the platform.

Developing Business English Skills

Powered by artificial intelligence, Linguaskill tests all four language skills – speaking, writing, reading and listening – in modules. 'The Linguaskill modules assess learners' abilities to speak, write and understand the English language, which can

help to develop the candidate and support their performance in the business environment,' adds Ahmed. Candidates take a variety of the modules dependant on each organisations requirements and what is needed for the job role.

Fast and Accurate Results

The test provides detailed results and clear individual and group reports within 48 hours, with instant results for the Reading and Listening module. Results are aligned to the Common European Framework of Reference (CEFR), the international standard for describing language ability. Ahmed comments that since using Linguaskill, one of the biggest changes they have seen is the increased accuracy in assessing candidates' English skills, a benefit for candidates and organisations alike.

Ahmed concludes: 'The Cambridge English Placement Test and Linguaskill have enabled us to reach more clients in the Egyptian market, in addition to the African continent, as per our expansion plans. We have managed to reach an average of more than 124,000 tests taken in total.'

At a glance

Institution: Egyptian Banking Institute

Location: Cairo, Egypt

Why the test is used: for recruitment and selection purposes, to help identify training requirements and to promote employees.

About The Egyptian Banking Institute

The Egyptian Banking Institute (EBI) was established in 1991 by the Central Bank of Egypt (CBE) to act as its official training arm with a vision to be the preferred partner for developing the human capital of the banking ecosystem in Egypt, and the lighthouse for banking sector development across strategic African and Arab countries, through mirroring the latest international banking trends..

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About Linguaskill

Linguaskill is a quick and convenient online test to help higher education institutions and employers check the English levels of individuals and groups of candidates. Supported by artificial intelligence technology, it provides fast, accurate results and clear individual and group reports. Results are aligned to the Common European Framework of Reference (CEFR), the international standard for describing language ability.

cambridgeenglish.org/linguaskill