



VOXY RELEASES FREE EBOOK, "INTRODUCING POWERFUL ENGLISH: 7 METRICS FOR MEASURING LEARNER OUTCOMES"

New York, NY — June 11, 2015 —

Voxy, the only online language solution to offer a fully personalized and adaptive English course based exclusively on real-world content, announces the release of an informative new ebook, "INTRODUCING POWERFUL ENGLISH: 7 METRICS FOR MEASURING LEARNER OUTCOMES."

Voxy has developed a uniquely comprehensive approach to measuring learner outcomes that provides critical insight into the language-learning process and the success of Voxy English learners.

"Introducing Powerful English" defines a set of research-based principles, or metrics, that Voxy uses to calculate outcomes such as proficiency improvement and the ability to use a target language in the real world.

For the first time in this ebook, Voxy shares an in-depth view of all seven metrics:

- **TIME ON TASK**
- **FREQUENCY**
- **ACHIEVEMENT**
- **INSTRUCTOR FEEDBACK**
- **LEARNER SATISFACTION**
- **REAL-WORLD SUCCESS**
- **PROFICIENCY IMPROVEMENT**

"Introducing Powerful English" also shows how learner-outcome data can be used to pinpoint specific areas for potential product improvement, allowing Voxy to continually refine its pedagogical method and deliver the most effective English solution possible.

**THE EBOOK IS AVAILABLE FOR FREE
AND CAN BE DOWNLOADED ONLINE BELOW:**



ENGLISH



PORTUGUESE



SPANISH

About Voxy :

Voxy is changing the way the world learns English. We're calling for an end to the one-size-fits-all approach: We want learners to see results from day one, which is why Voxy is the only provider to offer organizations a fully personalized English solution based exclusively on real-world content. We're bringing together more than 30 years of academic research, cutting-edge web and mobile technology, and unparalleled support services to provide an English course that meets every learner's needs. Since launching at TechCrunch Disrupt in 2010, Voxy has been recognized by the New York Times, Forbes, CNN, Google, Fox, and many others. Voxy has offices in New York City and São Paulo, Brazil, and investors include ff Venture Capital, Contour Venture Partners, Seavest Capital Partners, Rethink Education, and Pearson Education. To learn more, visit voxy.com or email press@voxy.com.

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