

# Client Spotlight Series

Presented by the TOEIC® Program

## THE EFFECTIVE USE OF LANGUAGE TESTS IN KOREAN AIR RECRUITMENT



CORPORATE



TRAVEL/HOSPITALITY



TOEIC S&W, L&R TESTS



HIRING/RECRUITMENT

### SUMMARY

To ensure employees can effectively communicate with their international customers, Korean Air uses TOEIC test scores to determine the English-language skills of potential new hires.

After acquiring over 63% of South Korea's second-largest airline, Asiana Airlines, Korean Air is now the 12th largest airline in the world by international capacity.

### SNAPSHOT

**Organization:** Korean Air

**Location:** South Korea

**About:** Recently named "2025 Airline of the Year," Korean Air operates in over 45 countries and serves nearly 130 destinations worldwide. The airline maintains a state-of-the-art fleet, including aircraft like the Boeing 787, and is in the top 20 airlines in the world for passengers carried.



# THE EFFECTIVE USE OF LANGUAGE TESTS IN KOREAN AIR RECRUITMENT

**Preparing for the TOEIC program helps Korean Air employees practice logical thinking and expression, which proves beneficial in their roles.**

## SITUATION

Korean Air employees frequently interact with international customers across various points, with many local staff members stationed at overseas airports and sales offices.

The need for English is growing as the company frequently collaborates with SkyTeam member airlines, other foreign airlines and related organizations.

## SOLUTION

The TOEIC Listening and Reading, TOEIC Speaking, and TOEIC Writing tests are global assessment tests that evaluate practical English skills needed for daily life and business activities.

Korean Air utilizes these tests during recruitment, helping to ensure that any new hires are able to effectively communicate with their international customers.

For cabin crew applicants, the minimum requirement is a TOEIC Listening and Reading test score of 550 or an IM level in the TOEIC Speaking test.



## IMPACT

With the reliable, comprehensive and comparable data from the TOEIC tests, Korean Air was able to make better-informed talent management decisions.

The internationally recognized assessment provided clear metrics of employees' English-language capabilities, ensuring the organization had the right people installed to effectively communicate with its global customer base.

To learn more about the TOEIC program, visit **TOEICglobal.com** or contact your local ETS Preferred Network office.

For more than 45 years as an industry leader, the TOEIC program has set the global standard for assessing English-language communication skills needed in the workplace and everyday life. The TOEIC assessments are the most widely used around the world, with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.