

# Online Language Assessment Solution

For Business and Education, In 40+ Languages

TRUSTED BY 1,600+ ORGANIZATIONS WORLDWIDE



# Unlock opportunities through languages

In the age of globalization, multilingual capabilities aren't merely an advantage. They're necessary for an organization to:

- ✓ **Expand global reach and local relevance**

Open doors to new markets, clients, and partnerships, enhancing your local and international footprint.

- ✓ **Enhance collaboration**

Bridge language barriers to boost cooperation and productivity in diverse, multilingual teams.

- ✓ **Gain competitive advantage**

Stand out from competitors by localizing your customer support and marketing, and by attracting multilingual talent.



# Rise above the challenges of traditional language assessment

Accurately assessing language proficiency is crucial, but traditional methods fall short in meeting modern needs for scalability and efficiency:



## Resource-Intensive

Conventional testing demands substantial time, administration, and financial resources.



## Subjective and Inconsistent

Face-to-face evaluations introduce biases and disparities, undermining the fairness and consistency of the process.



## Manual and Outdated

Traditional methods no longer match the dynamic workflows of modern organizations and the digital expectations of your test takers.

Fortunately, you can rise above these challenges. **The solution? Enter Pipplet.**

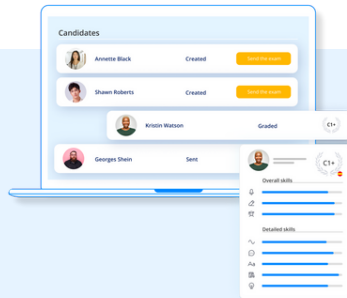


# Streamline, standardize, and scale your language assessment

Pipplet is the premier language assessment platform, enabling organizations to streamline and scale their operations while providing a reliable measurement of language proficiency.

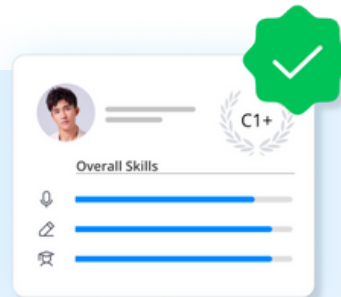
Our best-in-class features offer countless benefits for your team and your test takers:

## EFFICIENCY



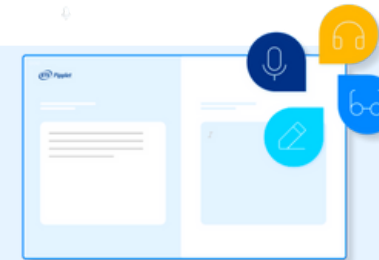
- ✓ 30-minute online test
- ✓ Bulk testing without scheduling headaches
- ✓ Easy integration with existing software or tools

## RELIABILITY

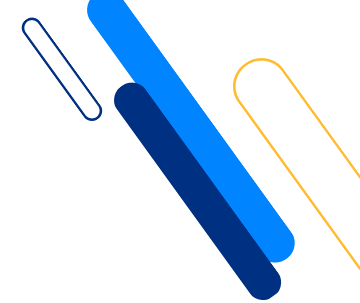


- ✓ Robust test security
- ✓ Rapid evaluation reports by examiners or AI
- ✓ Aligned with the CEFR international standard

## FLEXIBILITY



- ✓ Access to 40+ languages
- ✓ Custom scenario-based questions for your domain
- ✓ White labeling with your logo and colors



# Why Use Pipples

Pipples is trusted by over 1,600 organizations, in business and education sectors across 50+ countries on 5 continents, to streamline their:

## RECRUITMENT

Screen in applicants based on their language proficiency and communication skills for faster and more confident hiring.

## TALENT DEVELOPMENT

Audit employees' language skills, identify the gaps, and boost their internal mobility prospects.

## PLACEMENT & CERTIFICATION

Assess new learners, sort them by level, measure their progress, and provide a professional evaluation after courses.

## STUDENT ADMISSION & MOBILITY

Admit students with the language proficiency needed to thrive in the learning environment.

# Why Use Pipplet: Credentials in the Corporate Sector

## BPO / RPO / CS



## IT SERVICES



## RETAIL



## FINANCIAL SERVICES



## TELECOM



## PHARMA



## MANUFACTURING



## OIL & GAS



## OTHER



# Why Use Pipplet: Academic Use Cases



## **Academy of Public Administration - Kazakhstan**

The institution uses Pipplet to certify students after a language course, with a minimum requirement of B1+, to become civil servants.



## **Vistula University - Poland**

This major university in Poland uses Pipplet to screen student applications.



## **Ecole des Mines d'Alès - France**

This engineering school uses Pipplet for student admissions and apprenticeship, with B1 in English as a requirement.



WARSAW  
UNIVERSITY  
OF LIFE SCIENCES

## **SGGW University - Poland**

Another major university in Poland uses Pipplet to certify students before participating in an Erasmus program, as well as to assess professionals.



## **CaenSup - France**

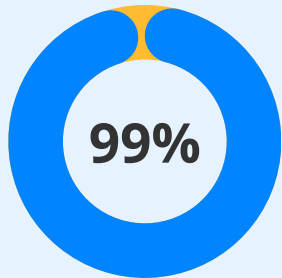
This college in France uses Pipplet to certify students in Spanish and French before and after an Erasmus program.



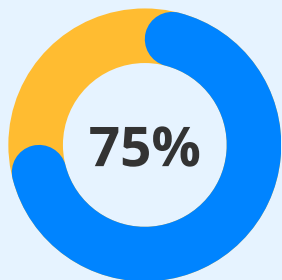
# Test Completion and Satisfaction Rates

The data presented below are based on tests created from 1 Jan 2023 to 31 Dec 2023:

## High Test Completion Rate

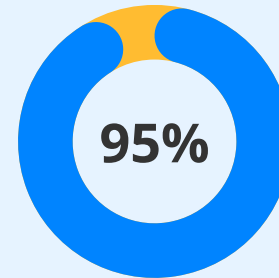


Individuals who start the test complete it and, thus, are graded.



Individuals invited to the test actually start the test.

## Positive Feedback From Test Takers



Test takers find the test **Enjoyable and/or Quick**, versus Annoying and/or Slow.



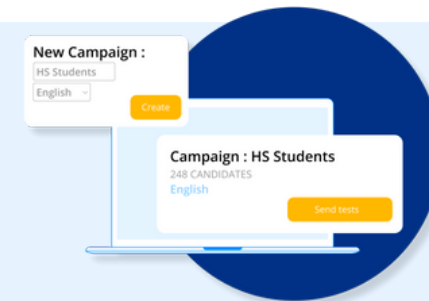
Test takers feel that the test reveals their actual language level.



# How Pipplet Works For You

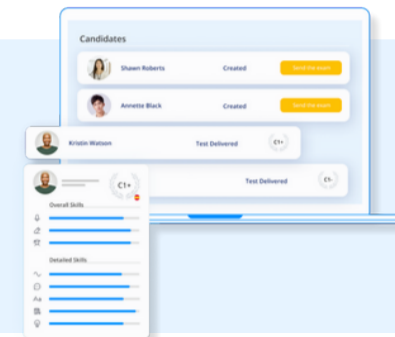
1

Send the test to all test takers with 1 click. The test is fully online and secured with anti-cheating measures, removing the need for scheduling.



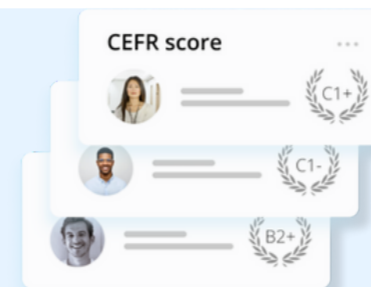
2

Get professional evaluations online, within 24 hours of test completion for human-graded tests or within minutes for AI-graded tests.



3

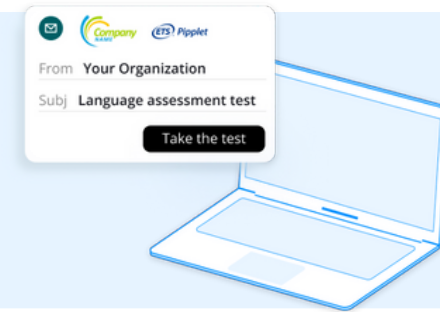
Leverage results and insights to make informed decisions for hiring, training, or academic programs!



# How Pipplet Works For Your Test Takers

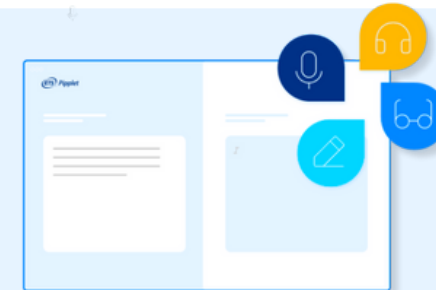
1

Each test taker receives an email with their unique link to the 30-minute online test, instructions, and an optional practice test to ensure readiness.



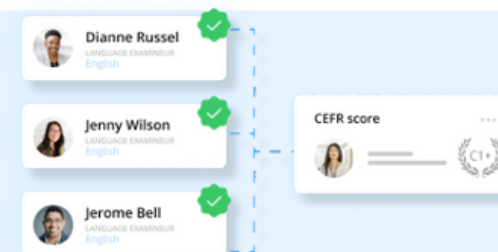
2

They can take the test from anywhere, at any time. Free-response questions immerse them in scenarios, to which they must respond orally or in writing.



3

Responses are forwarded for evaluation based on the CEFR. Evaluation reports are sent to the administrator via email and the dashboard.



# Pipplet Methodology:

## An Action-Oriented Approach

Say goodbye to MCQ tests that only quiz language knowledge!

Pipplet immerses your test takers in real-world scenarios, to which they must freely respond and demonstrate their ability to comprehend and express in the target language.

This action-oriented approach is aligned with the CEFR and ensures an authentic assessment of the individual's language proficiency level.

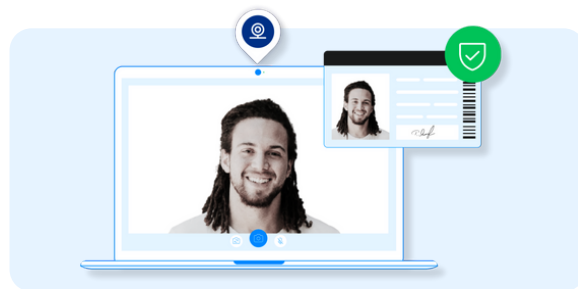
Learn more about the [Pipplet Methodology](#). 



# Test Security for Your Peace of Mind

Our advanced proctoring system safeguards the integrity of every assessment, while ensuring a seamless and non-intrusive online experience for your test takers.

## IDENTITY VERIFICATION



★ **Visual Monitoring** automatically takes snapshots of the test taker throughout the test, ensuring test conditions are respected. You may review the snapshots after the test.

★ **Stripe Identity\*** scans a valid ID with photo and requests 3 real-time selfies to unlock the test. Snapshots taken throughout the test are automatically matched with the initial selfies to ensure consistent identity.

## BEHAVIOR MANAGEMENT



★ **Focus Track** alerts and tracks the test taker when they leave the test window.

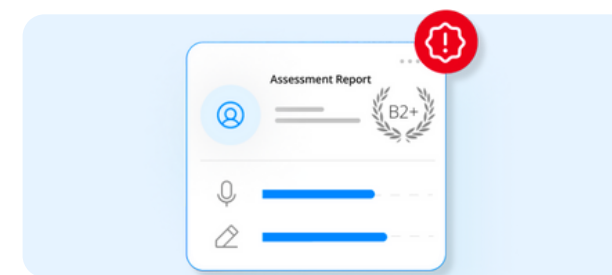
★ **Copy-Paste Protection** disables and detects the use of copy-paste to ensure authentic responses.

★ **Extension Protection** blocks assistive writing extensions like Grammarly.

★ **Human Invigilation** thanks to human examiners who detect unusual behavior and patterns in responses.

★ **Smart Face+Voice Detection\*** automatically detects multiple faces and multiple voices.

## CONTEXTUALIZED REPORTING



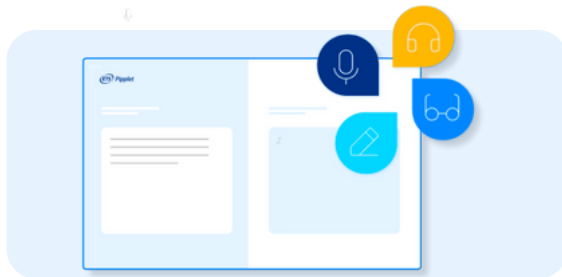
★ **Unusual Behavior Notification** informs you of unusual behavior via email and the dashboard.

★ **Access to Responses** allows you to consult all oral and written responses and snapshots on the dashboard.

\* Optional add-on  
\* Ongoing development

# More Reasons To Love Pipplet

## ACCURACY

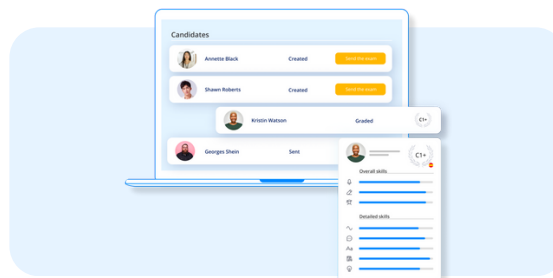


**Focus on real-world language proficiency** across oral and written skills, unlike MCQ tests

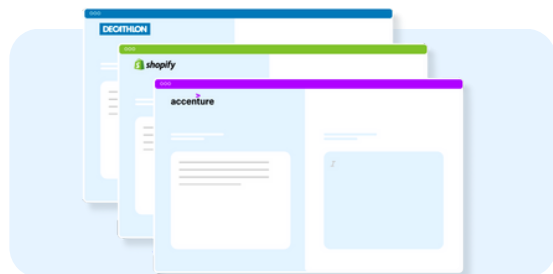


**Custom questions** to reflect typical scenarios in your domain

## USABILITY

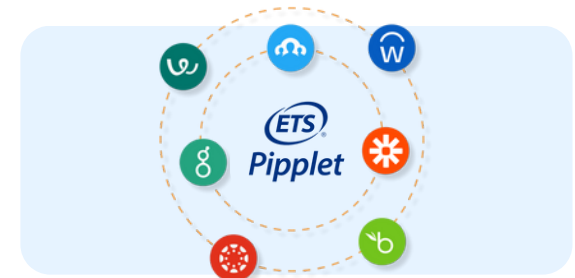


**User-friendly platform** for a hassle-free experience for your team and your test takers

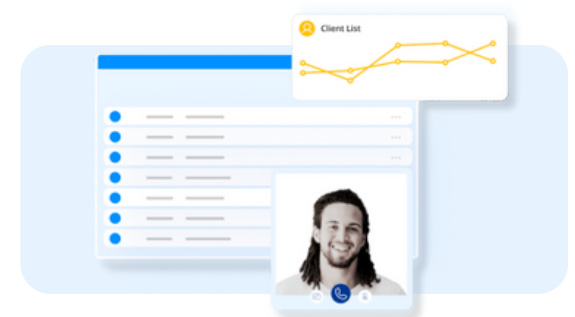


**White labeling** with your logo and brand colors to look like an internal test. *Optional add-on*

## PRODUCTIVITY



**Integrations** with your current software to automate mundane and manual tasks



**Analytics and tracking** of performance and progress

# What Our Customers Say About Pipplet



"Thanks to Pipplet, we have **harmonized the language assessment method** across Doctors Without Borders' 25 global sections, including offices in Geneva, Berlin, Paris, New York, Tokyo, and Dubai."



"We engage with a diverse range of language speakers in the market. Pipplet forms our strategy to **streamline the recruitment process**, enabling us to **efficiently assess a large number of candidates**."



"Our clients **trust the accuracy** of these assessments and the **timely, insightful reporting**. Test takers **enjoy the ease of the process**, with very clear directions and an intuitive interface. We appreciate the **responsiveness and professionalism** Pipplet brings into the relationship."

Join 1,600+ organizations elevating their standard in language assessment



4.6/5 | 161 reviews

# What Pipplet Offers

## ASSESSMENT SOLUTIONS TAILORED TO YOUR NEEDS

### *Tests by Skills*

- **Oral and Written Skills**
- **Speaking Only**
- **Writing Only**

### *Tests by Domain*

- **Standard Business**
- **Industry-specific:** Customer Service, Hospitality, Retail and E-Commerce, Transportation and Logistics, Audit and Consulting, Content Moderation, Aviation, Real Estate
- **Academic:** Higher Education, K-12, Breakthrough
- **Custom Tests**

### *Evaluation Reports by Depth*

- **Detailed**
  - Overall CEFR level
  - Grades for oral and written skills
  - Grades for pronunciation, spoken fluency, grammar, vocabulary, and coherence and cohesion
  - Feedback on strengths and points for improvement
  - Downloadable PDF per test taker
- **Basic**
  - Overall CEFR level
  - Grades for oral and written skills
  - Downloadable PDF per test taker



# Pricing

	<b>PREMIUM</b> Detailed assessment by our examiners	<b>STANDARD</b> Basic assessment by our examiners	<b>AI-POWERED</b> Instant basic assessment by AI
<b>Report Type</b>	<a href="#">View sample report</a>	<a href="#">View sample report</a>	<a href="#">View sample report</a>
<b>Scoring Precision</b>	18 sublevels (A1- to C2+)	18 sublevels (A1- to C2+)	5 levels (A1 to C1 or above)
<b>Results Delay</b>	Within 24 Hours	Within 24 Hours	Instant
<b>Languages</b>	40+	40+	7
<b>Testing Volume</b>	≥ 10 tests	≥ 10 tests	≥ 500 tests
<b>Pricing</b> <i>Degressive rates</i>	Starts at €60/test from 10 tests	Starts at €40/test from 10 tests	Annual subscription plan
<b>Available Products</b>	<i>For business:</i> Talent+ <i>For academic:</i> FLEX+	Talent FLEX	Talent AI

- Credits are valid for 12 months from the time of purchase.
- Self-service purchase is available on the platform. For large organizations, tailored contracts with preferential pricing are available upon request.

# About Pipplet and ETS



**Pipplet** is the premier language assessment platform, enabling organizations to streamline and scale their operations while providing a reliable measurement of language proficiency across oral and written skills. Today, more than 1,600 organizations in business and education sectors, across more than 50 countries on 5 continents, trust Pipplet's language assessment solutions to complement their recruitment, training, or academic programs.



**ETS (Educational Testing Service)** is the creator of some of the world's most trusted assessments—*TOEIC®*, *TOEFL®*, and *GRE®*—and drives pioneering research, development and innovation that explores new frontiers in learning and measurement. ETS acquired Pipplet in 2020, combining ETS's 70 years of expertise with Pipplet's online language assessment solutions to deliver tailored solutions for the varied and complex needs of organizations worldwide.

## Try Pipplet Today

Create your free account at [dashboard.pipplet.com/clients/sign\\_up](https://dashboard.pipplet.com/clients/sign_up)  for a commitment-free experience.

You will get access to the dashboard and a demo test, and our team will be available to assist you.

## Get In Touch With Our Team

Contact your sales representative or message the team at [contact@pipplet.com](mailto:contact@pipplet.com).



[www.pipplet.com](https://www.pipplet.com)



[contact@pipplet.com](mailto:contact@pipplet.com)



[linkedin.com/company/pipplet](https://linkedin.com/company/pipplet)



[facebook.com/pipplet](https://facebook.com/pipplet)



[twitter.com/pipplet](https://twitter.com/pipplet)

# Available Languages

Most Assessed  
Languages



English\*



French\*



German\*



Spanish\*



Japanese



Albanian



Basque



Brazilian  
Portuguese\*



Bulgarian



Cantonese



Croatian



Czech



Danish



Dutch\*



Estonian



Finnish



Greek



Hebrew



Hindi



Hungarian



Italian\*



Korean



Latvian



Lithuanian



Luxembourgish



MS Arabic



Malay



Norwegian



Polish



Portuguese



Romanian



Russian



Serbian



Simplified  
Mandarin



Slovak



Slovenian



Swedish



Thai



Turkish



Ukrainian



Vietnamese

\* Option for Talent AI. More languages can be developed upon request.

CEFR Level	Sublevel	Description
<b>A1</b>	<b>A1-</b>	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type (introducing themselves, asking about personal details such as place of residence, acquaintances, etc.). Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.
	<b>A1</b>	
	<b>A1+</b>	
<b>A2</b>	<b>A2-</b>	Can understand sentences and frequently used expressions related to areas of most immediate relevance (very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.
	<b>A2</b>	
	<b>A2+</b>	
<b>B1</b>	<b>B1-</b>	Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.
	<b>B1</b>	
	<b>B1+</b>	
<b>B2</b>	<b>B2-</b>	Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in their field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.
	<b>B2</b>	
	<b>B2+</b>	
<b>C1</b>	<b>C1-</b>	Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects.
	<b>C1</b>	
	<b>C1+</b>	
<b>C2</b>	<b>C2-</b>	Can understand with ease virtually everything heard or read. Can summarize information from different spoken and written sources. Can express themselves spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.
	<b>C2</b>	
	<b>C2+</b>	