

Overview

FluentPro is an AI-powered Business English training platform developed by The Language Key, Hong Kong's leading Business English consultancy. With 30+ years of experience training professionals from over 200 companies, our new platform FluentPro delivers scenario-based lessons that replicate real business situations, all without the need for live trainers. The platform combines human teaching expertise with AI for scalable, personalized, and measurable English training.

Company Background

Since 1994, The Language Key has empowered companies across Hong Kong and China with dynamic, customized Business English training solutions. Combining expert-led courses and innovative AI-powered tools, we enhance workplace communication by delivering tailored training that meets your employees' specific language needs.

Key Stats:

- Developed by The Language Key, established in 1990.
- Trusted by 200+ organizations across Asia (including Hutchison, BDO, ING, CBRE, Pwc, MTR, ICBC and many more). And trained over 20,000 staff.
- Curriculum crafted by linguists, instructional designers, and AI engineers.
- Business English focused, not general.

Core Problem We Solve

Corporate Language Training Challenges

Companies face obstacles when delivering effective English training:

- Live-trainer sessions are hard to schedule, expensive, and inconsistent.
- Off-the-shelf apps are too generic and lack role-specific vocabulary.
- L&D teams struggle to link training to measurable performance improvements.
- Poor engagement due to irrelevant or uninspiring content.
- Difficulty scaling training across global teams.

Mission and Vision

Mission

To equip non-native professionals with real-world Business English speaking skills through AI-powered, scenario-based training.

Vision

To become the global standard for confident, culturally fluent Business English communication.

Product Introduction

AI-Powered, Instructor-Free Training

FluentPro is a fully automated training platform that:

- Delivers adaptive lessons tailored to the user's performance.
- Simulates authentic business conversations specific to their role and industry.
- Provides real-time feedback and performance insights.
- Requires no live trainers, enabling scalable deployment across organizations.

Key Product Features

1. 24/7 Automated Learning Access

- Self-paced, bite-sized sessions for busy professionals.
- Available on desktop, not Mobile to ensure focused, non-distracted learning sessions.
- AI-generated feedback on pronunciation, grammar, and language use.
- Cloud-based infrastructure supports global access and high user volumes.

2. Industry-Specific and Role-Based Content

- Pre-built lessons for companies, industry and staff's specific role
- Custom content created within 48 hours for any role or industry not initially created.
- Industry vocabulary and soft-skill training aligned with real job tasks.

3. Interactive AI Role-Play Simulations

- Simulations with branching dialogue for realism and unpredictability.
- Covers scenarios like negotiations, meetings, and client interactions.
- Post-session feedback and suggested improvements.
- Confidence-building in a safe environment.

4. Soft Skills and Cultural Intelligence

- Lessons include etiquette, formality, and communication norms.
- Practice crafting culturally appropriate messages and presentations.
- Learn to navigate diverse global workplace settings effectively.

5. Feature Summary for Learners

- Role-based lessons and adaptive simulations.
- Native language support for ease of understanding.
- Gamification (badges, points, leaderboards).
- Official certificates upon completion.

HR and L&D Support Features

1. Designed for Admins

- No need to manually sign up users, Fluentpro automatically connects learners to the admin dashboard through magic link technology.
- Manage training invites by viewing staff that have signed up or resend the magic link to pending invites.
- Upload company documents related to your products, services, and policies to create realistic workplace role-plays. Each speaking scenario is designed to simulate real conversations, ensuring practical and relevant training.

2. Real-Time Analytics and ROI Tracking

- Dashboards track engagement, scores, and progress.
- Exportable data for HR reporting and business intelligence tools.
- Demonstrates ROI by linking English improvement to business KPIs.

3. Secure, Compliant, and Ethical

- GDPR-compliant data practices.
- Enterprise-grade security and audit processes.
- Explainable, transparent AI.
- Dedicated Trust & Safety oversight team.

Implementation and Scalability

Fast, Flexible, Scalable Deployment

- Cloud-native platform requires no on-premise setup.
- Auto-scales to support global workforces.

Early Access Opportunity

Private Beta Invitation

FluentPro is offering limited early access to five companies:

- Full feature access and custom implementation support.
- Tailored pricing and roadmap influence.
- Opportunity to lead in AI-powered corporate training innovation.