

Built for expansion: how PcComponentes trained a multilingual team with Busuu



9+

NPS score

4.99/5

teacher rating

83%

private lesson
attendance

The challenge

PcComponentes is Spain's leading technology and electronics e-commerce retailer. Founded in 2005, it built its early growth around Spanish and Portuguese customers before setting its sights on France, Italy and Germany.

That expansion meant PcComponentes needed a training partner that could support several languages at once, across teams as different as procurement, customer service and marketplace, all while keeping the programme simple enough for a small HR team to run.



“We needed a provider that could offer multilingual training, not just English, and Busuu was the partner that could give us that.”



José Sierra

IT & Digital HRBP | PcComponentes

The solution

PcComponentes piloted Busuu with a small group of two to three learners before rolling the programme out more widely, and pilot learners who had struggled with other providers quickly adapted thanks to the personalised lessons.

The programme now runs on 45-minute Live Lessons bookable across time zones, personalised lesson plans and flexible self-study, the same licence budget stretched across multiple languages, easy admin through the central dashboard, and access to Spain's FUNDAE subsidised training scheme.



“We had someone in our services team who couldn't adapt to other providers, but they adapted to Busuu straight away, mainly because of how personalised the lessons are, and how much easier self-study became.”



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The results

Teams can now work across borders without relying on translation. Colleagues in Portugal, who had limited Spanish proficiency, can now work directly with the Spanish team, and others have built French or Italian to near-fluent level.

Language training now reaches customer service, marketplace and HR, alongside the more established need in procurement, and the time saved on admin has mattered as much as the language gains.

The results speak for themselves:

- Multilingual training delivered across Customer Service, Procurement, Marketplace and HR
- Some costs recovered through Spain's FUNDAE scheme



“Our conversational classes get an NPS score above 9, higher than we've seen with other providers.”



José Sierra

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