

CUSTOMER STORY

Cinesa&UCI Puts Leadership Performance in the Spotlight with Speexx Coaching™

Cinesa&UCI, part of the Odeon Cinemas Group and owned by AMC Theatres, is a leading cinema chain in Spain and Europe. In late 2024, the company launched a pilot business coaching program with Speexx following successful language training. The initiative helped managers strengthen feedback skills, improving team communication and efficiency through Speexx personalized, continuous leadership development approach.

 CINESA

 UCI



KEY FACTS

INDUSTRY

Entertainment

EMPLOYEES

9,000+

LOCATION

Barcelona, Spain

KEY RESULTS

5/5

Average coach rating

100%

of managers reported performance improvements

4.9/5

Average coaching session evaluation

ABOUT

Cinesa&UCI is part of one of Europe’s leading cinema exhibition groups, known for its network of modern theaters and commitment to delivering a **first-class movie experience**. With a strong presence in Spain under the Cinesa&UCI brand and operations in **Portugal, Italy, and Germany** as UCI (United Cinemas International), the company stands out for its focus on excellence and innovation.

Following a highly positive experience with Speexx – thanks to its language platform and dedicated

project management team – Cinesa&UCI decided to expand the collaboration by launching a pilot coaching program for employees at the end of 2024.

The initiative aimed to support managers in conducting effective performance reviews while strengthening **their communication and feedback skills** through targeted business coaching.

CHALLENGE

Cinesa&UCI offers a range of **soft skills training**

courses for its international managers. Laura Granel, L&D Manager at Cinesa&UCI, sought to enhance communication between managers and their teams by providing them with practical tools for improvement. Her goal was to address managers’ needs in a more specific, fully personalized way.

The initiative focused on **strengthening leadership skills** in providing ongoing and performance-related feedback, managing time effectively, and communicating in a positive and constructive way.

SOLUTION

Before launching the program, Cinesa&UCI hosted a “Future Ready Leaders” webinar with a Speexx Business Coaching Expert, intended to inspire the company’s managers.

The positive response confirmed their decision to adopt the Speexx coaching solution. Speexx quickly grasped Cinesa&UCI’s leadership model and designed a **tailored business coaching program** aligned with each manager’s needs.

The initiative began with Speexx Coaching™ Silver package – 120 hours of **speed coaching** for 30 managers – which received excellent feedback.

Following its success, Cinesa&UCI expanded the project to the Gold solution, offering six months of unlimited sessions for those seeking further development.

OUTCOME

The Speexx Coaching™ program has had a strong impact on Cinesa&UCI. All participating managers reported **behavioral improvements** after three months of speed coaching, and **80%** said they **noticed gains in daily performance**. Coach reviews were excellent,

with a perfect 5/5 average rating, mirrored by **highly positive** internal survey results.

Since adopting Speexx, managers in the pilot group have developed key skills in **giving and receiving feedback, improving communication, and team efficiency**. Speexx has added value through its personalized, continuous approach to leadership development.

OUTLOOK

Looking ahead, the goal is to expand the Speexx Coaching™ program to further strengthen leadership and other key competencies among the company’s managers.

This initiative will maintain a personalized approach and become a **permanent feature** of the company’s training catalog. The Speexx team will continue working closely with Cinesa&UCI to support the ongoing professional development of its teams.

Through this collaboration, Cinesa&UCI will keep empowering its international workforce in both **language learning and coaching**, supported by a specialized, high-impact platform. |

Speexx is a trusted partner – not only because of the excellent work of the project management team, but also because its language and coaching solutions are highly valued within the organization. Feedback on both services has been extremely positive, and our employees feel motivated to use the platform.

Laura Granel Mene,
L&D Manager, Southern Europe

What I liked most was that my coach understood my needs and provided clear, practical guidance. She shared useful materials and answered all my questions.

Coached Manager,
Cinesa&UCI

About SpeeX

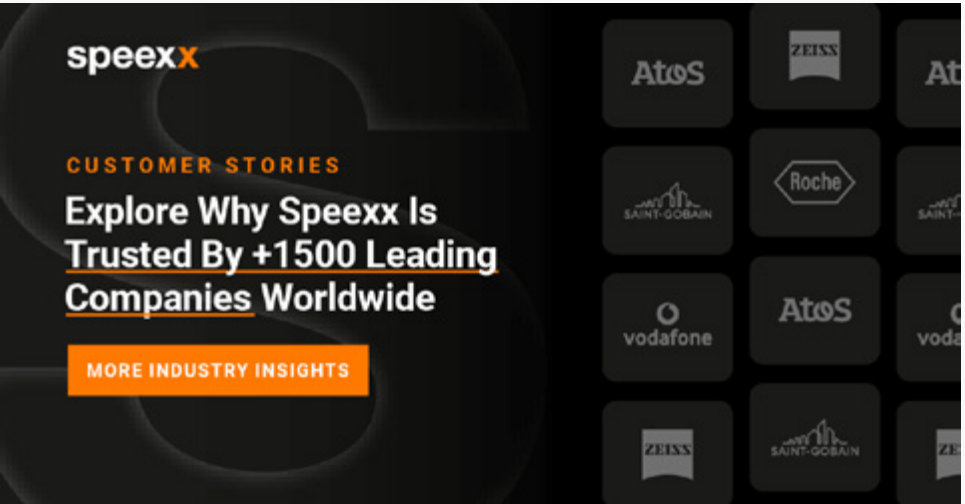
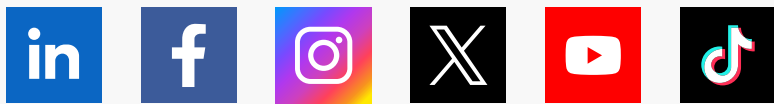
SpeeX is recognized by **Time Magazine as a Top 20 Edtech** company, offering comprehensive people development solutions in the digital workplace. It provides corporate language training, business coaching, mentoring, and skills assessment, seamlessly integrated with client technologies in a secure online setting.

Serving 1,800+ organizations globally, SpeeX supports over **8 million users** and conducts over 300,000 one-on-one sessions each year. Available in 14 languages, it is a leading international platform for corporate training.

SpeeX adheres to key data protection standards and has been awarded over 200 industry accolades. Established in 2012, SpeeX operates with a team of 2,000 staff and coaches worldwide.

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