

CUSTOMER STORY

# Wildix Scales Global Leadership with Speexx Business Coaching

Wildix, a cloud communications company built for remote work, partnered with Speexx to launch **scalable business coaching**. The program links people development to business priorities, supports leaders during rapid international growth, and strengthens communication across teams. Delivered digitally, it remains cost-effective, measurable, and consistent across countries. At the same time, participants receive individualized guidance, clear goals, structured onboarding, and regular reporting.

Wildix

speexx

Wildix

### KEY FACTS

---

**INDUSTRY**

Telecommunications

**EMPLOYEES**

340

**LOCATION**

Tallinn, Estonia

**INTEGRATION**

Digital business coaching

---

### KEY RESULTS

---

**95%**

reported positive changes in their behavior and work style

**76**

of participants improved their skills

**5/5**

Coaching Satisfaction Rating

---

### ABOUT

---

Wildix is an international provider of **cloud communications platforms for distributed teams**. Its platform includes VoIP telephony, proprietary chat, and video conferencing, designed to help organizations work securely and sell more effectively from anywhere.

Founded in 2005, Wildix is headquartered in Tallinn, Estonia, and operates across Europe, the United States, Canada, and Mexico. The company traces its origins to 2004, when brothers Dimitri and Steve Osler decided to bring a new vision to the telecommunications market. Wildix focuses

on simplifying business communication through secure, sales-oriented technologies and continuous innovation. This commitment to growth and leadership development made Speexx the right partner for a scalable coaching program that supports people as the business expands. Working remotely from day one, it needed consistent development pathways that could flex with changing roles and global priorities.

### CHALLENGE

---

Wildix had tried online coaching before, but growth and remote-first operations raised the stakes. Leaders

were changing roles frequently, teams were spread across countries, and development needed to feel consistent while still personal. The company wanted to strengthen leadership presence, feedback and difficult conversations, cross-functional collaboration, stakeholder management, and strategic thinking.

It also aimed to improve time and priority management, conflict resolution, and confident decision-making, all supported by clear objectives and measurable progress. It also needed a program that scaled without adding burden for HR and managers.

The company required a **flexible solution** suited to the fast-paced dynamics of the food retail sector, capable of monitoring usage, delivering **measurable** results, as well as effectively supporting middle managers in their daily team management.

## SOLUTION

Speexx partnered with Wildix to design a digital business coaching program, starting with a six-month pilot and a seven-month extension. Each participant received **12 hours of one-to-one coaching**. The journey included an **initial tripartite meeting and a final tripartite meeting** with the participant, manager or HR, and coach to align expectations and review progress.

A structured analysis phase defined goals, development areas, and links to performance conversations. Guided onboarding, kickoff sessions, dedicated communications, and periodic reporting supported engagement. KPIs and feedback loops helped Wildix track adoption, satisfaction, and impact across regions. Participants could schedule flexibly, keeping sessions practical for busy calendars.

## OUTCOME

Coaching helped participants clarify goals, build self-awareness, and translate learning into daily work.

In surveys, **76%** reported improved skills and **95%** reported positive changes in behavior and work style. Leaders described stronger communication with colleagues and managers, especially in feedback, alignment, and difficult conversations. The program also supported role transitions, helping several managers shift from a “problem-solver” mindset toward listening, coaching, and empowering teams. Satisfaction remained consistently high, with an average **5/5 rating** for both sessions and coaches.

The initial and final tripartite meetings reinforced accountability by aligning objectives and reviewing progress. Structured assessments, clear KPIs, and a responsive Speexx team strengthened the sense of partnership. Participants also valued having protected time to reflect, test new approaches, and make decisions.

## OUTLOOK

Wildix is now running the program in a second edition as part of a wider development roadmap. The company plans to renew and expand the collaboration, offering coaching to more employees while deepening the focus on leadership and core soft skills. Results from ongoing cohorts will help validate the model and fine-tune content and reporting. Over time, Wildix may

add new digital features, including AI-enabled tools to support scale globally. |

Coaching with Speexx has given many employees a structured space to pause, reassess their role, and experiment with new ways of interacting with colleagues and managers. We see greater clarity around goals and more informed career decisions.



**Roberta Terranova,**  
Chief People Officer, Wildix

I feel very fortunate to have had these coaching sessions, especially at such a pivotal moment in my career. I had just stepped into a team leader role, and my coach was instrumental in helping me grow as a leader and motivator. He supported me in building self-confidence, which strengthened my decision-making and presence.

What stands out most is his level of commitment. He took the time to understand the company, its leadership structure, and strategic priorities to better support my development. He genuinely believes in my potential and has had a meaningful impact on my professional growth.

**Purchasing Manager, Wildix**

About Speexx

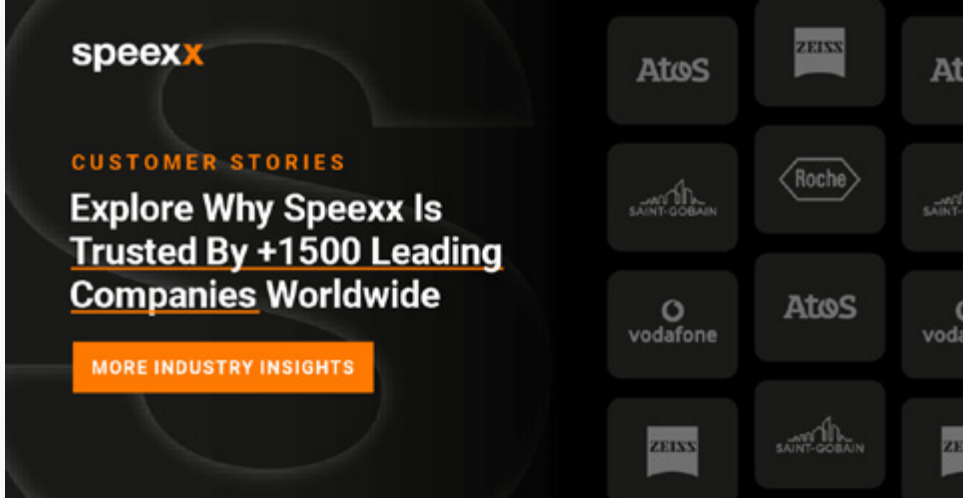
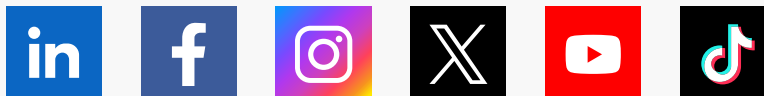
Speexx is recognized by Time Magazine as a Top 20 Edtech company, offering comprehensive people development solutions in the digital workplace. It provides corporate language training, business coaching, mentoring, and skills assessment, seamlessly integrated with client technologies in a secure online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

Serving 1,800+ organizations globally, Speexx 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.

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

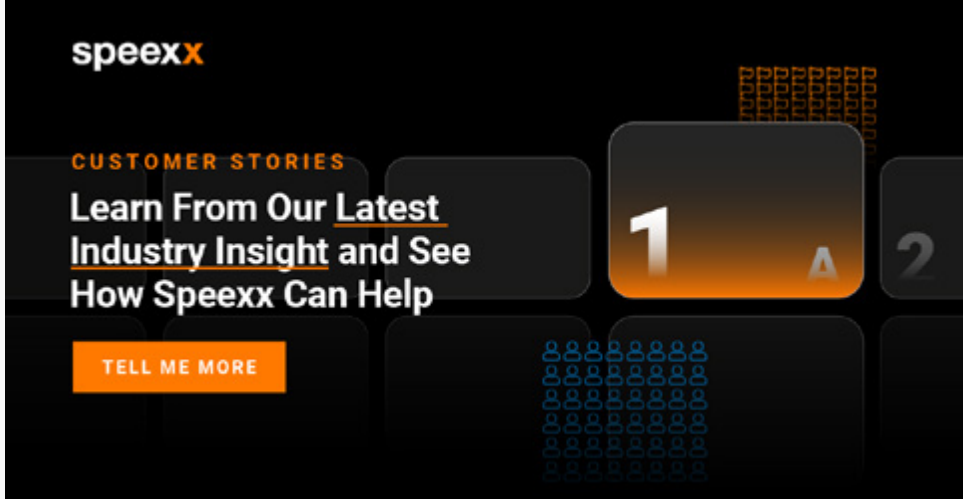
For more information visit: www.speexx.com

Find us on:



See how Speexx helps the world's leading brands and their business growth with 95% customer satisfaction.

LEARN MORE



Read the latest published customer story and learn from the best!

READ NOW