



“The GlobalEnglish program was of great benefit for me. I am able to send emails in a very professional style, prepare reports and communicate easily with my colleagues who are of other nationalities.”



More than 9,000 people, representing 70 nationalities, are employed by Emirates NBD, making it one of the largest and most culturally diversified employers in the UAE and an ambassador of economic and social progress for the entire UAE to the world.

Building Customer Confidence by Improving Business English

Business Need

As part of its government’s goal of making the country the “financial capital of the Middle East,” Emirates NBD has evolved from serving the Middle East region to becoming a global player in the banking industry.

The government also initiated a strategy commonly known as “Emiratisation,” which aims to fully incorporate the UAE people into the economic process and to transfer skills and knowledge from expatriates to UAE nationals.

Emirates NBD was challenged to improve the Business English communication skills of its employees.

Solution

Emirates NBD developed a blended learning program, combining its traditional classroom learning with the **GlobalEnglish One** platform.

Employees were placed in one of three learner levels based on their **GlobalEnglish Assessment** scores.

With the move to online learning, the bank was able to increase the number of employees trained each year by over 300% at no extra cost.

Eighty-five percent of the students successfully completed the program—an improvement of 50% over the classroom-only program.

Outcome

After practicing Business English in realistic situations for six months, employees experienced significant improvements in word selection, sentence construction and their confidence communicating in English on the job.

“The improved Business English skills are helping improve our customer service because our tellers are now more confident when talking to customers. They are speaking more accurately and more fluently.”

“They are comfortable now discussing the details of an account in English and are resolving problems for the customers more quickly. Most importantly, this has improved customer confidence in Emirates NBD.”