

Complaint Communication Excellence Program

Strengthen English language proficiency and business communication capability for complaint management teams

THREE DAYS
(4 HOURS PER SESSION)

THE GAP

Customers expect complaint handling that is clear, professional, and solution-oriented. In high-pressure banking environments, CMU teams often struggle to accurately interpret customer intent, manage emotionally charged interactions, and draft consistent responses without over-relying on templates. These gaps lead to inconsistent closure quality, increased escalations, operational rework, and reputational risk.

THE SHIFT

- Participants interpret complaints with greater analytical clarity, identifying the core issue while distinguishing customer intent from emotion
- Participants communicate with professionalism and empathy across written and verbal interactions
- Participants draft structured, high-quality responses independently, reducing template reliance and improving closure quality

WHAT'S INSIDE

- Pre-session diagnostic: assessment of language proficiency, grammar, and comprehension
- Language Skills: vocabulary shift, comprehension frameworks, grammar for clarity, positive framing
- Comprehension Skills: root-cause identification, AVR response structure (Acknowledge, Validate, Resolve), breaking template reliance, conciseness lab
- Written Communication: high-stakes drafting simulations, peer review, written de-escalation, final assessment
- Post-workshop reinforcement: monthly in-person visits with individual feedback and capability tracking

WHAT YOU WALK AWAY WITH

- Improved complaint closure quality and greater consistency in customer communication
- Stronger regulatory communication compliance and reduced reputational risk
- Reduced operational rework through clearer complaint interpretation
- Enhanced professionalism and customer experience across complaint touchpoints
- Stronger customer trust through empathetic, clear, and solution-oriented communication

WHO IT'S FOR

- Complaint Management Unit (CMU) staff
- Analysts, Team Leaders, and Supervisors within complaint handling functions
- Any team responsible for professional written communication with customers



Sohail Muhammad Ali is a capacity-building expert with 20+ years specializing in DEI and ESG. He has led strategic advisory for the IFC, World Bank, and UNSDCF, as well as corporations including Chevron Pakistan and Martin Dow. His work promotes ethical governance and inclusive development across South Asia, Africa, and Europe.



Bina Nazar brings 20+ years of experience across banking, leadership platforms, and education. As Retail Reset Lead and Senior Consultant at Green Peak International, she drives strategic industry engagement, curating high-level conferences for senior banking leaders and regulators.