

Accent Neutralization

The goal of communication is to be understood.

Quality American English skills are a priority in providing a seamless offshore and near-shore outsourcing environment.



We understand.

Our Accent Neutralization program delivers comprehensive language and cultural training that prepares our global service center agents to deliver an exceptional customer experience.

Our program doesn't teach language; rather, it's designed to neutralize a native dialect and coach employees in the art of supporting North American customers with conversational English. Each customized program is an intense study in sound, stress, intonation, rhythm and grammar – and with particular emphasis on client-specific terminology and product information.

Benefits to You

Client specificity

- Tailored to your terminology
- Targets SBU subgroup needs

Elimination of language barriers

- Seamless transaction
- Unaware of location

Agent turnover reduction

- Builds confidence
- Creates satisfaction
- Well-trained resources

Custom training materials

- Specific to client/location
- Updated annually

Our Training Process Overview

- Native-quality American English
- Neutralize a native dialect
- Support American customers with American-style English
- Ability to “dialogue”

Our Global Training Team

- Our in-house Accent Neutralization program targets specific communication areas:
 - Phonetics
 - Linguistics
 - Culture
- Most offshore CSRs receive Accent Neutralization training
- All tools are created/customized by our training team
- Digital recording software assesses communication skills
- Skills assessed Day 1; validations at 30/60/90 days
- Customized training manuals updated annually

Our Curriculum

- Sound, Stress, Intonation, Rhythm, Grammar, Sound
- Identifies Potential Performance Gaps
- Up to One Year Self-Guided Study
- Q/A Monitors Trainers and Manuals

About Xerox

Xerox is the world’s leading enterprise for business process and document management. Xerox technology, expertise and services enable workplaces – from small businesses to global enterprises – to simplify the way work gets done so they operate more effectively.

Our Process

Stage 1: Pre-employment Screening/ Assessment

- Trainers participate in employment screening process
- Documented assessment and digital recordings determine program and schedule
- Criteria evaluated by managers

Stage 2: Accent Neutralization Training

- Voice assessments Day 0/30/45
- Improvement required for progression
- Simultaneous training: instructor-led and self-directed

Stage 3: Recurring Training and Follow-Up

- Additional assessments at 30-, 60-, 90- and 180-day intervals
- Training effectiveness is assessed immediately after the formal training session
- Instructor-led and self-study course effectiveness is evaluated
- Additional agent training is administered where appropriate

