

Combined Speech & Culture Training (United Kingdom)

Objective	To assist contact centre agents with their interaction with a UK customer base - honing their speech production skills as well as their understanding and awareness of the target customers' culture.
Duration	2 weeks intensive programme (6 hours daily)
Speech Training	Specially designed exercises to help the learner to neutralise his/her existing regional accent. Combining the theory of phonetics with practical tasks, delegates will learn to control their pronunciation of the English language. Individual sounds - vowels, consonants and other sound groupings- will be examined and practised individually throughout the course.
Language Accuracy	In this module, delegates are asked to examine their language use, with the focus on reducing region-specific influences. This will include examining grammatical usage (e.g. the appropriate use of the present continuous often used incorrectly by Indians) as well as understanding the correct use of colloquialisms, slang and idiomatic expressions.
Accent Familiarisation	To complement the modules of Speech Training and Language Accuracy, where the focus is on speech production, the Accent Familiarisation module addresses the need to understand inbound language. Delegates unfamiliar with British accents may be confused by the variety of regional English accents employed within the British Isles, leading not only to awkward communication but also possible instances of miscommunication and misunderstanding. Using a mixture of authentic contact centre and pre-recorded listening material, delegates will be led through key British accents, focusing on the recognition of these accents.
Culture	<p>To ensure effective communication between two diverse cultures such as India and the UK, an understanding of the target country's social and business culture is vital. This module aims to raise delegates' awareness of the various facets of UK culture - from understanding UK values, through to etiquette and customs and habits of the "average" Briton. A mixture of presentation, discussion and delegate research work will form the basis of this module.</p> <p>Separate industry specific modules are also delivered to cover the culture of the utilities, telecoms, finance and "high street" industries.</p>

Please note that the above modules are intended to complement each other and, for a truly effective training programme, every subject area will draw from each other. This will assist retention as well as encourage overall fluency and naturalness of speech.