

## Overview

In today's global economy, multinational organizations need a powerful tool for improving internal communication, raising customer service levels, and increasing the productivity of highly paid IT support staff. Andy Krieger's accent reduction course – the K Method – is a proven way to achieve those goals. Consider the HSBC Group, for example.

## The Company



HSBC Global Technology provides internal technical support to business units throughout the world. They are part of HSBC Group – one of the world's largest financial services organizations, with 9,500 offices in 76 countries and a customer base of 125 million. Their IT support teams in China and Mexico use English as their working language.

## The Challenge

Even though IT staff were fluent in English, many had strong accents that were hard to understand – and the problem went both ways. The IT support staff had trouble understanding the accents of their global customers, especially those from India, Brazil, Mexico, Korea, and the United Kingdom.

HSBC surveys revealed that up to 70 percent of each conversation was hard to understand or not understood at all!



## The Solution

HSBC Group hired accent training coach Andy Krieger to help improve the speaking skills of the IT team in China. Mr. Krieger created a custom training program for HSBC based on his signature K-Method – a five-step technique for speaking English more clearly.

Mr. Krieger ran daily training sessions for 12 weeks in Guangzhou and Shanghai, working with small groups of 10 employees a day. He used actors' props, videos, and exercises in the classroom and videotaped students

speaking. Trainees watched the video playback to help internalize the 10 speaking positions used in the K Method.

Altogether, 500 employees attended Mr. Krieger's training classes in China. HSBC was so impressed with the success of the K Method, they asked Mr. Krieger to deliver the same training to 50 employees in Mexico City.

## The Results

An average of 94 percent of all trainees achieved mastery from the training sessions. They not only experienced immediate gains in speech clarity, but also learned practical ways to keep their accent from returning during stressful conversations.

"I could hear my own voice clearly, with a nice rhythm," said Sophie Liao, Guangzhou IT manager, during a speech to her teammates who were amazed at the natural sound of her speech.

The K Method worked equally well with English speakers in Mexico.

"All the evaluations and comments from the people that attended the class are absolutely awesome," said IT Training Manager Maria de la Luz Grande Vega. "I was really surprised with the progress of most of the people, and they were more than eager to continue improving and happy for their accomplishments."

Mr. Krieger has been retained to continue training IT staff in India and China. In the summer of 2009, he is offering his corporate clients an online training course, a practice booklet, and an instructional DVD.



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