

Oddcast Case Study American Accent Winter 2004

The Company

American Accent Training focuses on providing resources and information that help people speak with a standard American accent. The company has published books and audiotapes and has numerous courses that are used to further its educational cause. Call centers worldwide rely on American Accent Training's distance learning program to help agents speak using an American Accent.



The Challenge

American Accent Training hosts an informational Web site www.americanaccent.com. The company was interested in "breaking up the monotony" of the standard home page. Call center clients were also requesting more interactivity as part of the online training program. American Accent Training turned to the VHost Site Pal to bring their home page to life and meet their client needs.

The company launched Mr. Thingamajig as VHost character. This American looking man uses words like "thingamajig", "snafu", "doohickey" and "whatshername" to verbally illustrate slang phrases in the English language.

To meet their call center client needs a Site Pal character was created for the corporate training division, which helps to introduce the instructor and set the stage for each of the training courses.

The Results

Mr. Thingamajig, designed as an educational tool for non-native speakers, has helped to double traffic on the www.americanaccent.com home page. The Site Pal was launched in January of 2004 and in the first month unique visits spiked over 50%.

From a client perspective, American Accent Training was able to appear immediately responsive to their requests. New learners are now more engaged and look forward to interacting with the VHost Site Pal character.