“The research I conducted revealed that hearing a contact centre employee with a foreign accent has no effect on the customer’s emotions or the customer’s judgments of the service employee’s credibility. However, when the service employee is incompetent or the customer is in a negative state (for example calling up to make a complaint), a foreign accent appears to exacerbate the situation. (<https://www.newsmaker.com.au/news/34786/how-do-accents-impact-customer-service#.ZDxsnS_MJQJ>)

<https://connectedspeechpathology.com/blog/how-accent-reduction-classes-work>