

Verbal Transactions Announces Release of LAMA Contact Center Training Programs

Chicago, IL – Verbal Transactions will be launching a new series of self-paced simulation courses based upon the McKee Consulting LLC LAMA™ Training Method.



Verbal Transactions

voice enablement solutions

Illinois, Chicago, Mar 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - [Verbal Transactions](#) is proud to be partnering with McKee Consulting to launch an interactive simulation version of their long-standing LAMA training curriculum.

McKee Consulting founder, Judy McKee, along with her daughter and business partner Sally Cordova, have been long-standing industry experts in the contact center space. Their energy and enthusiasm for helping clients have been proven to teach clients how to reduce customer and employee attrition while increasing performance. The LAMA Technique has been used by 1000's employees. "Sally and I are excited to work with Verbal Transactions and their amazing technology. Utilizing the Verbal Transactions platform to practice the LAMA Method will make it easy and comfortable for team members to take their conversational skills to a powerful new level." Judy McKee

Verbal Transaction's simulation platform, ACES, allows users to learn the core LAMA principles and then put them into action by verbally interacting with the software to learn how to handle a variety of customer situations. ACES leverages speech recognition and AI to track and measure that the users are properly applying the LAMA method.

Verbal Transactions provides voice enablement technology. Their key product ACES (accelerated

cognitive engagement system) is a robust immersive simulation technology platform used to accelerate the rate at which employees learn as well as reach mastery at a faster pace. This enables their clients to ensure employees have the right skills at the right time.

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