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A major problem I have encountered with overseas service providers (see <http://www.theage.com.au/technology/technology-news/telco-support-english-optional-20111025-1mi8m.html>) is their assumption that a deep voice means they are speaking to a male. I have a deep voice, but am female, and this is highly offensive - it also occurred with some Australian Optus and Westpac staff, and, as a result refuse to accept any phone calls from either of those organisations. Any consideration about ensuring such cultural issues are included in guideline for overseas telco support staff, or training on privacy/assessing ID?