

A Marque Dos White Paper



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Customer Service for the Hispanic Market: The Ultimate Competitive Advantage

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Executive Summary

The U.S. Hispanic population is the fastest growing ethnic group in the U.S., growing 400% faster than non-Hispanics and accounting for more than 50% of the growth in the overall population from 2000-2010.

To succeed in capturing and retaining customers in the U.S. Hispanic market, U.S. companies must dismiss any previously held misconceptions or prejudices about Hispanics and Latinos and focus on providing consistently great experiences for their Hispanic consumers.

The following topics are fully addressed in the whitepaper and are the three keys to customer service for the Hispanic market and the ultimate competitive advantage in the Hispanic market:

- **Language:** Despite a growing number of English-speaking Hispanics, companies that offer customer service options in Spanish have a better chance of winning and retaining Hispanic customers.
- **Culture:** Hispanics are the first immigrant group to exhibit cultural sustainability, a fact that most companies have ignored.
- **Accent:** Spanish, like every other language, has differing accents based on geography, education, or nationality, a fact that may influence buying decisions.

“Companies who adopt a one-size-fits-all strategy for customer service cannot provide a great customer experience to their Hispanic customers.”

Hispanics Are Big Business

Over 52 million strong, Latinos are impacting every aspect of the national landscape including popular culture, the workforce, consumerism, politics and American national identity. The Hispanic market's size, growing clout, and buying power of \$1 trillion in 2010 and \$1.5 trillion by 2015 require thoughtful understanding about what the market represents to a company's bottom line. Latinos are no longer just a sub-segment of the economy, but a prominent player in all aspects of American life.¹

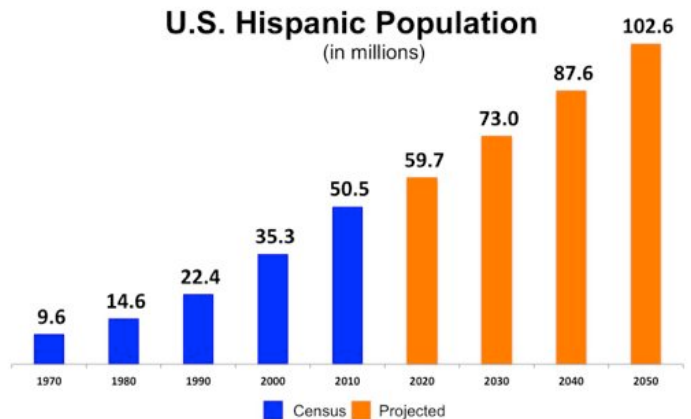
The per capita income of U.S. Hispanics is higher than any of the highly coveted BRIC countries (Brazil, Russia, India, China)

Household Income	2011 Income		2000 to 2011 Percent Income Growth	
	Total	Hispanic	Total	Hispanic
<25K	24%	29%	-17%	-19%
25-34K	11%	14%	-13%	-10%
35-49K	15%	17%	-6%	0%
50-74K	19%	19%	0%	0%
75-99K	12%	10%	16%	31%
100K+	18%	11%	49%	71%

Source: U.S. Census Bureau

If the U.S. Hispanic community were a standalone country, it would be one of the top twenty economies in the world.²

Despite the recession, U.S. Hispanic households that earn \$50,000 or more are growing at a faster rate than total households.



¹ The Nielsen Company, State of the Hispanic Consumer, 2012

² CIA World Fact Book, Estimates Online, 2011. U.S. Hispanic buying power was \$1.1 billion in 2011, and would be 14th on the list of G20 countries, ahead of Turkey, Australia, Argentina, Saudi Arabia, and South Africa.

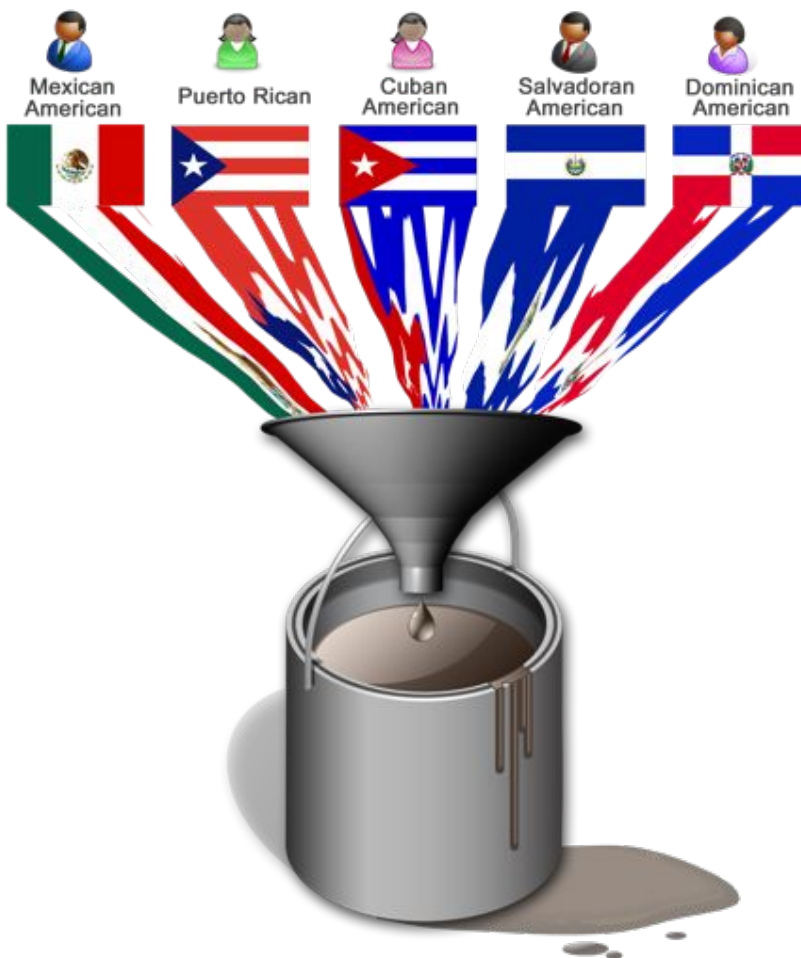
Three Keys to Hispanic Customer Service

To win and retain Hispanic customers, companies have to provide a different type of service than they do with their non-Hispanic consumers.

The key to successful customer service to the Hispanic community is embracing the three things they maintain from their country of origin: culture, language, and accent.

Cultural realities must be understood and considered when providing customer service to the U.S. Hispanic demographic.

Embracing Hispanic Culture



Most U.S. Companies make the mistake of treating the U.S. Hispanic community as a homogenous group rather than recognizing that there are over 20 distinct nationalities and cultures that make up the U.S. Hispanic market.

It may come as a surprise, but there are no Hispanics in Latin America. In 1970, the U.S. Census Bureau adopted the word “Hispanic” as an ethnic classification for this diverse population, and lumped them all together based largely on the fact that Spanish is the common language.

Although Hispanics in the US embrace their role as part of an economically and politically powerful ethnic group, most maintain a strong identification with their country of origin.

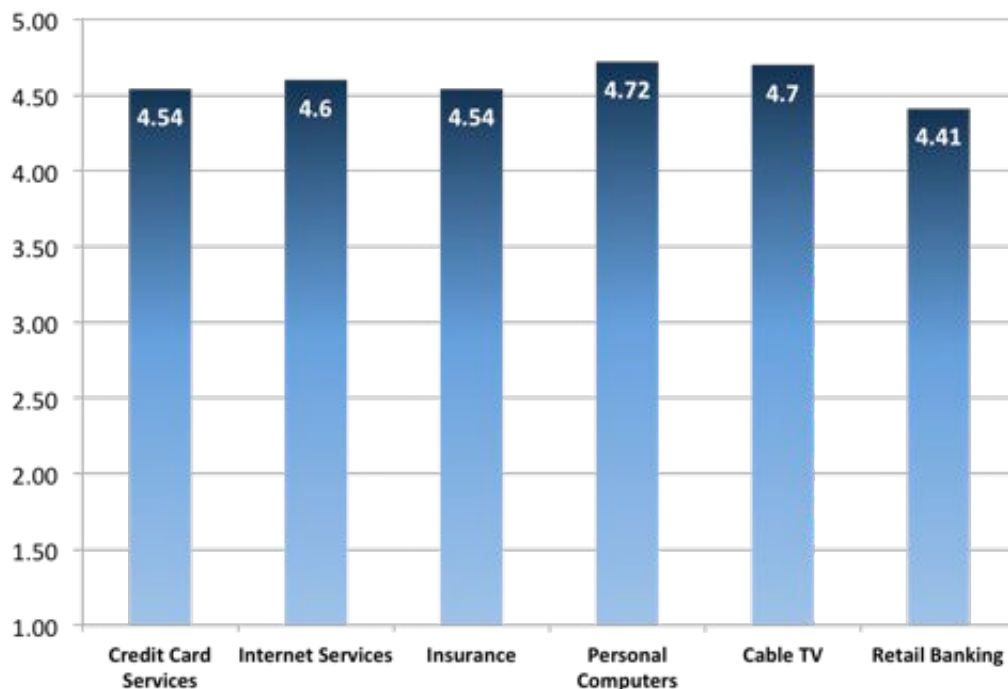
The Language of Customer Service

When Hispanics were asked to rate the importance of “Customer service in my language as a factor in continuing to do business”, the average rating on a scale of 1 to 5 was 4.58. (1 being unimportant, 5 being very important)

In fact, Spanish language customer support is so important to Hispanics that in each of the industries surveyed “products or services that resolve my personal needs” was rated less important than providing customer service in Spanish.

63% of your Hispanic customers are likely to stop doing business with you unless you offer Spanish customer service.

Spanish Customer Service as a Factor in Continuing to do Business
(scale of 1 to 5)



Source: The Santiago Solutions Group

Even more important is the revelation that 63% of the respondents said they would consider cancelling service as a result of an unsatisfactory customer service experience.

In short, if you’re not providing Spanish customer service, you’re not providing a good experience. And if you don’t provide a good experience, the majority of the Hispanic population has made it clear they’ll find someone who will.

The Language of Customer Service...Spoken Correctly!

Think it's enough to just speak the language?

Before you answer that, think back to the last time you spoke with an offshore agent:

- *Did the agent speak English?*
- *How did you know they were offshore?*
- *Did their accent make the call difficult?*

When interacting with your customers over the phone, regardless of language, accent is the most common source of misunderstanding and frustration.

When an American speaks with a Brit or an Aussie, despite the common language, both parties can tell where the other is from. That's certainly true when we speak with a call center agent in India, the Philippines, or any other offshore location.

Like any other language, Spanish is spoken with many accents and dialects. When speaking with a call center agent, most people in the Hispanic community, based on accent alone, can quickly identify the agent's country of origin.

Sadly, deep social chasms exist between many Latin American countries that are not forgotten or resolved by simply crossing the U.S. border. In fact, immigration to the U.S. often serves to widen the gap between the many nationalities that make up the U.S. Hispanic demographic.

When interacting with your Hispanic customers over the phone, accent is the most obvious indicator of national origin for both the caller and the operator—and the most common source of misunderstanding and frustration.

Companies who adopt a one-size-fits-all strategy for Spanish language customer service cannot provide a great customer experience to their Hispanic customers.

The First Step

If your company does not offer a Spanish language menu option for your callers, the message you're sending the world is that you either don't know how important the Hispanic market is to your bottom line, or you know, but just don't care.

Both messages are unacceptable and must be changed immediately.

Despite the adoption of Internet, mobile, and other communications methods, the telephone remains the primary medium for customer support.

In other words, providing great customer service via telephone is the most important factor in a great customer experience. Fortunately, it's also the easiest to implement.

The first step to providing a good customer experience for your Hispanic customers is to offer a menu allowing callers to choose their preferred language.

This is usually something your IT staff can do at little or no cost without taking much time. What they can't do is provide a destination for those callers.

That's where we come in.

A large orange circle containing white text.

Only Marque Dos addresses all three of the key elements of providing customer service to the U.S. Hispanic market: Language, Culture and Accent.



Marque Dos provides highly trained, native Spanish-speaking agents hired specifically to meet your exacting standards. But as we've already illustrated, just speaking the language isn't enough.

There are many call center providers that can offer Spanish language customer service, but only Marque Dos addresses all three key elements of customer service for the U.S. Hispanic market: **Language, Culture and Accent.**

Language: Hablamos Español...Todos!

Agents

Most U.S.-based call center providers have a handful of bilingual agents tasked to handle your Hispanic customers. Most of these bilingual agents consider English their native language, and consider Spanish their second language. So while they do speak Spanish, most were never taught either a business vocabulary or the art of conversation in Spanish.

All of Marque Dos' agents speak Spanish as their native tongue. Those who do speak English consider it their second language and are far more comfortable and proficient in Spanish.

Management

Would you ever consider outsourcing your English calls to a company whose leadership team spoke only Chinese?

Of course not!

If the leadership team didn't speak or understand English, how could they effectively monitor, coach and improve their English-speaking agents' effectiveness? How could they add value to the call center operation if they didn't know what the agents were saying or how they were treating your callers? How could they ensure the success of your English programs if they didn't understand what was being said to your customers?

In reality, they couldn't do any of those things. All they could do is review reports and rely on others to improve agent performance, forcing a hands-off approach to your program.

If you wouldn't subject your English-speaking customers to this treatment, why would you do it to your Spanish-speaking customers?



Every member of the leadership team and operations teams at Marque Dos speaks Spanish. That means that every person on our team adds value to your Spanish language campaigns by monitoring calls and improving agent performance. Rather than being relegated to simply reviewing reports, we take an active role in your project and its success.

Since we all speak Spanish, we take an active role in the success of your program.

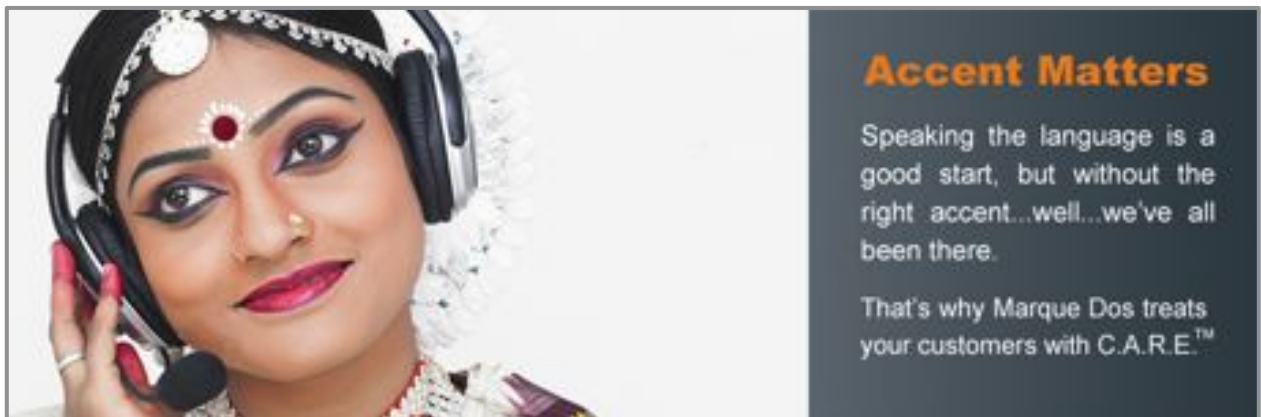
Culture & Accent : C.A.R.E.™

Only Marque Dos offers C.A.R.E.™ (Culture & Accent Routing Engine) designed to match Spanish-speaking callers and agents based on mutual cultures and accents.

Other Spanish language call center providers have centers in places like Mexico, Colombia, or the Dominican Republic. And even though their agents are all native Spanish-speakers, the culture and accent of their agents only match up with those U.S. Hispanics that come from their respective countries: a sub-segment of the Hispanic population at best – one that is reached only through sheer luck.

We don't rely on the luck of the draw. C.A.R.E.™ from Marque Dos systematically matches your customers with our agents who have similar cultures and accents. Because we C.A.R.E.™, your customers feel like they're speaking with an old friend.

We don't
route your
Hispanic
callers based
on luck.



Other outsourcers may provide good customer service to a few of your customers. But only C.A.R.E.™ from Marque Dos can help provide a great customer experience to all of your Hispanic customers by embracing the culture and accent of every caller.

What Makes C.A.R.E.™ Work for Your Company?

Made in the U.S.A.

Several anti-offshoring bills are pending in several states and on Capitol Hill. These bills have compelled many American companies to seek domestic providers for their outsourcing programs.

This shift back to domestic providers has been easily accomplished for most English customer service, but finding a domestic provider for any Spanish language programs has generally meant contracting with an English provider that offers just a handful of bilingual agents, forcing companies to sacrifice both culture and accent—two of the three primary elements of successful Hispanic customer service.

At its core, C.A.R.E.™ is a U.S. Hispanic agent serving a U.S. Hispanic caller. All of our agents are based in the U.S. and are part of the Hispanic community. As the only dedicated Spanish language call center provider with operations on U.S. soil, Marque Dos makes it simple to bring jobs home to the U.S.

C.A.R.E.™ from Marque Dos addresses today's 'Made in the USA' culture, the explosive growth in the U.S. Hispanic community, and the need to embrace the various cultures and accents found in this diverse group.

Who better to serve your U.S. Hispanic customers than U.S. Hispanic agents from Marque Dos?



Our Agents Stand Apart

There are now more than 80,000 at-home call center agents in the U.S—a number that's growing by 20% every year. Obviously, we're not the first to offer at-home agents, but we are the only one dedicated to serving your Spanish language callers.

There are many reasons to adopt the at-home model, including:

- Virtually unlimited hiring pool
- Reduced operational costs
- Reduced attrition and absenteeism
- Built-in business continuity and disaster recovery
- Rapid and virtually unlimited scalability
- Environmental responsibility



Our clients enjoy all the benefits of the at-home model, but with the added benefits of the hub & spoke model, which include:

- Increased agent quality
- More frequent and effective training programs
- Increased customer satisfaction and loyalty

Whether your customers come from every corner of the U.S. or are more centralized, our hub & spoke model enables C.A.R.E.™ to route your callers to agents who understand the local culture as well as their mutual Hispanic culture.

C.A.R.E.™ from Marque Dos provides unmatched quality, scalability and customer loyalty.

Choose
Marque Dos
for the ultimate
competitive
advantage

Most companies using the at-home business model have never met their call center agents face-to-face. This truly virtual model, while economically efficient, leaves the agents with little or no direct contact with the company and creates many recruiting and training challenges.

Another core element of C.A.R.E.™ from Marque Dos is our unique hub & spoke business model, which allows us to interview agents face-to-face and provide high-quality training in a live setting.

About Marque Dos

Headquartered in Salt Lake City, UT USA, with operations in Spanish-speaking homes across the United States, Marque Dos is the only dedicated Spanish language teleservices provider on U.S. soil and the exclusive provider of C.A.R.E.™ (Culture & Accent Routing Engine), which matches callers and agents based on mutual culture and accent—critical factors in customer satisfaction and sales conversion.

Marque Dos offers a full range of Spanish-language call center solutions for corporate, non-profit, and direct response clientele. The company helps organizations of all sizes succeed in the U.S. Hispanic market.

Tom Milligan, CEO of Marque Dos, has spent 23 years in the call center industry as a Manager, Owner, Sales Executive, and Consultant, providing him in-depth access to call centers in every industry and on several continents.

Milligan is a pioneer in the at-home call center model, opening his first at-home call center in 1999—years ahead of the industry—which was chosen as the inbound call center for the Salt Lake 2002 Winter Games.

His fluency in the Spanish language is a result of many years of dedicated service within the U.S. Hispanic community. Tom's extensive background provides clients a voice of experience when evaluating their service delivery options.



For more information about Spanish language call center services from Marque Dos, please contact Tom Milligan at 801.913.2420 or via email at tom.milligan@marquedos.com.

“C.A.R.E.™ from Marque Dos provides unmatched quality, scalability and customer loyalty.”