



Customer Experience Services for U.S. Hispanics: A Debt that Can Lead to Thriving Business

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The Hispanic population in the United States represents a massive opportunity for customer experience (CX) service providers located in Latin America. Yet, it is increasingly challenging to meet this customer group's expectations, which greatly exceed just interacting in the language of their preference. Partnering with an expert to understand these expectations could be key to winning them over.

According to the U.S. Census Bureau estimates, as of 2020, over 62 million Hispanics reside in the country. The Hispanic population has increased by 23% in the last 10 years—more than five times faster than other demographic groups' growth rate of 4.3% over the same period. Projections expect this figure to reach 111 million by 2060. Not only this: in 2021, U.S. Latinos' constituted the fifth largest GDP worldwide and grew at the third fastest rate between 2010 and 2021¹.

This significant growth trend for a segment with increasing buying power represents a huge prospect for brands looking to expand their market reach. However, this opportunity is far from being a walk in the park, as it presents substantial challenges to effectively serve a diverse segment representing many nationalities and ethnicities with different cultural backgrounds and preferences. Providers that can adopt effective Hispanic-centric strategies will most likely reach significant upsides.



How to tailor CX for Hispanics

Great customer experiences are outlined by seamless, immersive experiences that embed fluid, emphatic conversations rather than merely transactions. They incorporate personalized recommendations through the preferred channels at the right time to effectively respond to varying customer needs and preferences. This is true across all customers, and for Hispanics, it shouldn't be overlooked, but it often is. In fact, several cases show how this community is underserved; for example, UnidosUS recently published a complaint sharing how Florida's Medicaid Spanish-language call center's long delays are preventing eligible Hispanic families from keeping their healthcare coverage.

As a growing diverse group with increasing buying power, Hispanics want to be seen and heard; therefore, brands need to understand how to approach and serve them assertively. To do so, recognizing their different characteristics, backgrounds, motivations, and needs overall is paramount. The main preferences of the Hispanic population include:



Language accessibility and inclusivity: Many Hispanic customers prefer to communicate in Spanish, especially first-generation immigrants, or those less proficient in English. Leveraging a bilingual approach and being culturally sensitive is key. In fact, **89% of Hispanics prefer content in their native language^{III}, while 52% buy from brands that communicate with inclusive messages.** Generation Z also strongly gravitates more toward brands that understand different needs and cultural preferences^{IV}. Consequently, an impactful service is not only the one that has the right language, but also a diversity-centric approach.



Proximity: Hispanics expect companies to truly understand their background, origins, and motivations—**82% are more likely to be loyal to companies that make a sincere effort to relate to their communities, while close to 60% of U.S. Latinos seek out brands that acknowledge their culture's unique traditions^V.** This understanding is crucial to truly connect and deliver personalized recommendations that effectively cater to their requirements and increase their trust and brand loyalty. It is paramount to leverage LATAM-based agents that can relate to Hispanics from an origin perspective and a cultural standpoint (i.e., sports, media, movies).



Convenience and Efficiency: Delivering the right message using the right means is also crucial for convenient services: **58% of U.S. Hispanics are under 34 years old,^{vi} and the 18 to 34-year-old segment is twice more likely to use WhatsApp and Telegram than the general population and are heavy users of platforms like Instagram and Discord.^{vii}** Much of the content is generated and shared in Spanish, "Spanglish", or colloquial Spanish, which implies the need for innovative fact-checking and content moderation procedures to avoid misinformation.

Brands that address these main pain points and inclinations will likely maximize satisfaction and loyalty. But this is not an easy road to walk alone, as it requires a clear segment understanding, deep expertise, and robust tools to support this fast-growing group effectively. Companies must incorporate the right service capabilities with a cost-effective approach using the right partner for an impactful, tailored strategy implementation that maximizes results.

How to tap into the opportunity?



Serving the Hispanic community requires centralized management, enriched data insights, innovative content solutions, multi-language capabilities, and sentiment and tone-based analysis to create fluid conversations that can build trust and win Hispanics over as loyal customers. The foundation is non-negotiable: clearly understanding the segment's needs and subgroup preferences and adequate agent profiles (culturally sensitive, language skilled, effectively trained, and coached). It is crucial and can be differentiating for brands to have native speakers responding to existing customers and prospects.

But this is not enough. Belonging and esteem are fundamental human needs founded on true understanding, which Hispanics aim for. Building rapport with hyper-personalized and emphatic interactions to unveil their most relevant pain points and showing genuine interest in their urgencies and motivations is essential to excelling in this market niche.

Service providers with the right expertise, who incorporate innovative and a solid cutting-edge technology stack to maximize efficiencies and employee engagement, are strongly positioned to pay the service debt owed to Hispanics and deepen their way into a thriving business opportunity.

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ⁱHispanic refers to individuals who are Spanish-speaking or have a background in a Spanish-speaking country. Latino refers to those who are from or have a background in a Latin American country.

ⁱⁱ2023 US Latino GDP Report, UCLA Center for the Study of Latino Health and Culture

ⁱⁱⁱHispanic Marketing Council – Market Guide 2023, pg 4,5 (source: Attitudes on Representation, Nielsen April 2022)

^{iv}Hispanic Marketing Council – Market Guide 2023, pg 6 (source: Kantar DEI Monitor, 2022)

^vIdem

^{vi}Hispanic Marketing Council – Market Guide 2023, pg 16 (source: Latino Doner Collaborative US Latino GDP Report)

^{vii}Hispanic Marketing Council – Market Guide 2023, pg 40 (source: Inclusion, Information and Intersection. The truth about connecting with US Latinos, Nielsen 2022)