

Contact us to learn why bilingual support is not a luxury, today it's a necessity.

### Overview

Influent provides multi-lingual outsourced customer contact solutions that maximize the value and reduce the cost of each inbound and outbound interaction. We offer our client's Hispanic customers the option of interacting in either English or Spanish, which results in greater comprehension, stronger relationship building and increased customer satisfaction. If you're not able to offer this option to *your* customers, you could be losing valuable market share to competitors.

### A Growing Opportunity

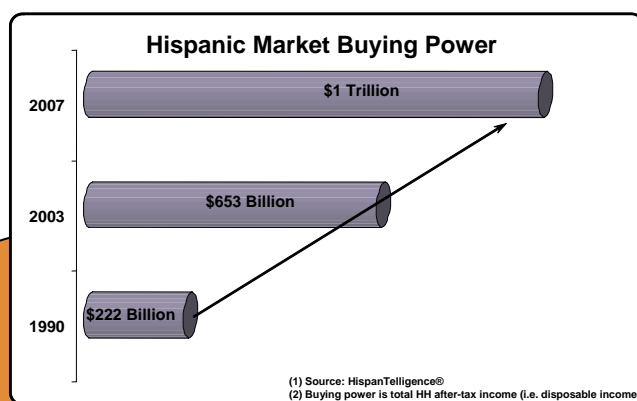
Smart companies realize that the Hispanic market provides tremendous growth potential whether marketing to consumers or Hispanic business owners. Today, there are more Hispanics living in the United States than the entire population of Canada. And while it is true that marketing to Hispanics requires that companies provide teleservices support, customer service and collateral material in Spanish, success depends on more than simply speaking the language. You must also be fluent in the Hispanic culture and its sensitivities.

### Cultural Considerations

Hispanics place great importance on family, education, religion, personal achievement, music and food. Communication geared to this market must take into account these core values. Simply because an offer or script works in English, does not necessarily mean that a word for word translation into Spanish will achieve the same results. The Hispanic market requires a personal touch combined with cultural sensitivity which requires transliteration rather than translation. Companies that take a Hispanic customer-centric approach will succeed in reaching this lucrative market by speaking their language and addressing their culture.

### A Real Life Example

An Influent client markets a roadside assistance plan to consumers that provides help 24 hours a day in an emergency. The English script successfully focuses on the reasonable cost of this service as the key benefit. Influent pointed out that it would be more effective to stress family safety first in the Spanish script.



"Companies clearly need to increase their Hispanic marketing investments, but they must make their messaging culturally relevant."  
**Yankelovich Partners**

Embracing the nuances of the Hispanic culture, the client agreed to modify their message to appeal directly to Hispanic customers and it resulted in an immediate response rate increase.

### Neutral Spanish

At Influent's Colón, Panama contact center, representatives speak "neutral" Spanish. This means the Spanish spoken in Panama is widely understood and accepted by Hispanics from multiple countries of origin. This is a distinct language advantage that Panama offers as compared to the language skills of other Latin American countries. Language neutrality, fully bilingual representatives plus cost savings over domestic call centers, makes Influent Panama an ideal choice for outsourced teleservices support.

### Learn More

Influent offers proven Hispanic marketing capabilities. Call us today at 1.800.856.6768 to request a **free** Virtual Tour DVD of Influent's Colón, Panama contact center. Or visit our website at [www.influentinc.com](http://www.influentinc.com) to learn more about how we can help your company tap into the growing Hispanic market.