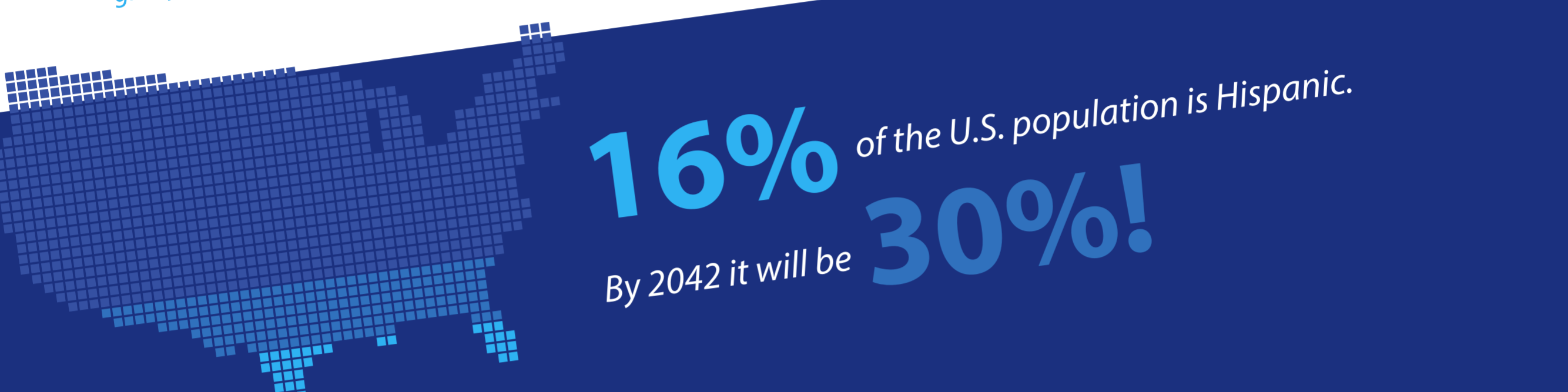


Statistics show that **72.4% of consumers** are more likely to buy a product that's promoted or described in their primary language. So, MasterWord recommends the following **3 strategies** for increased market share. Effective outreach to multicultural groups will increase their engagement and customer satisfaction!



¿Hablas Español?

Poor customer service drives customers away. Over-the-Phone Interpreting (OPI) service will help eliminate language barriers that jeopardize consistent, high quality customer service.

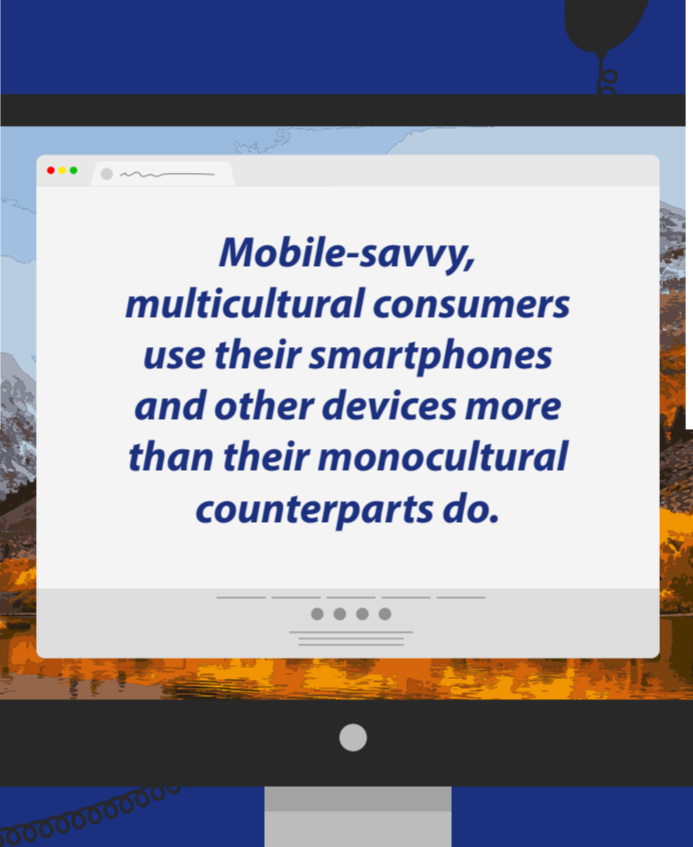
STRATEGY 1:

Translate all client-facing content into Spanish

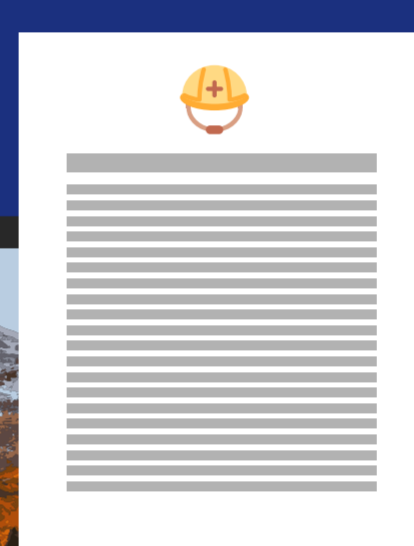
Billing & payment information



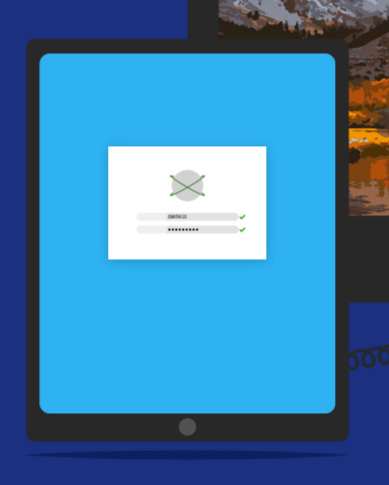
Robocall & calling center operators' scripts



Safety flyers



Website, App & Customer Portal



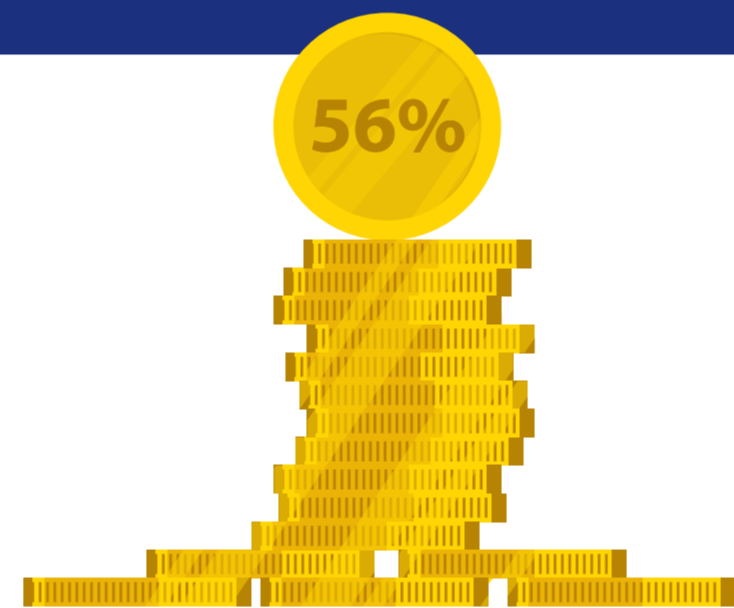
Marketing e-mail campaigns



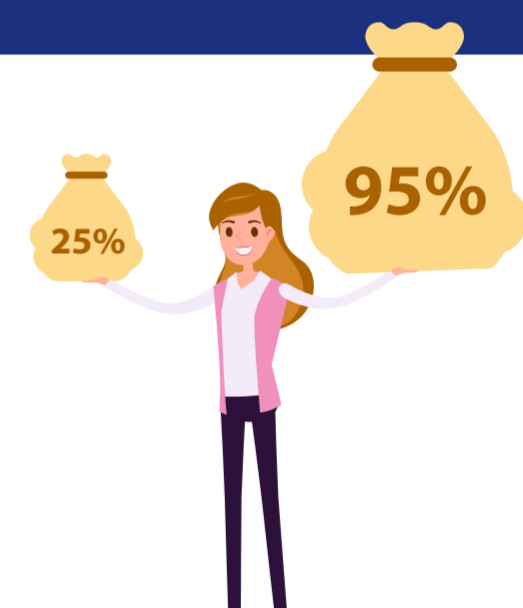
Mobile-savvy, multicultural consumers use their smartphones and other devices more than their monocultural counterparts do.



Over **70%** of customers are more likely to buy products and services from websites that provide product information in their native language.



56.2% of consumers prioritize native-language information over price.



A **5%** increase in customer retention can increase profits by **25% to 95%**.

STRATEGY 2:

Translate your client-facing content into Chinese, Vietnamese, Korean and other top languages spoken in the U.S.

Promote Brand Recognition

Increase Customer Engagement

Build Credibility

Benefit SEO Efficiency

¡Hola! No hablamos Inglés!

Hello! We do!



Out of **7 million** construction workers in the U.S. ~**25%** are Hispanic. **6 out of 10** Hispanic workers speak little to no English.

Hispanic construction workers are **70%** more likely to be injured than English-speaking workers are.



25% of workplace accidents are attributable to language barriers.

STRATEGY 3:

Translate HR, safety and training content into Spanish

If you think safety is expensive, try an accident!

Eliminate the human factor of language barrier through professional translation of safety manuals and signs.

People learn and retain information better in their native language.

Training your staff in their native language will ensure better performance and boost productivity.

