

Today's consumers value customer experience and corporate responsibility, expecting financial institutions to anticipate and meet their diverse needs. Gain competitive advantage while providing mandated accessibility that better serves your customers and employees.

Demographics driving demand

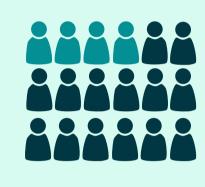
15%

of American adults—nearly 50 million— have hearing loss and

by 2060.

researchers estimate that number will grow to

23%





Within the past 15 years, non-English-speaking American mortgage borrowers increased by

29%

22% of U.S. population uses a language other than English at home and



9%

-roughly 26 million-speak limited or no English 2

Dollars and sense



The U.S. Deaf and hard-of-hearing community has

in disposable income⁴

U.S. Hispanic consumers' spending power increased by 87% from 2010 to 2020, reaching

\$1.9 trillion[®]



Asian Americans' spending power hovers at

\$1.3 trillion[®]

42%

speak a language other than English at home²

19%

speak limited or no English²

Customer service counts



experience as much as a company's products and services10

of customers value

of customers say customer service accessibility is an important factor in brand loyalty8



of customers tell others about a positive customer experience8





of non-English-speaking

borrowers heavily weigh recommendations of friends and relatives in choosing a lender3

Savings through efficiency

Financial institutions



accommodating customers' primary language found the need to redo paperwork decreased by

better if they're more inclusive: Take these 3 steps to increase diversity

forth, serving Deaf customers with ASL interpreting is

Compared to writing back and





on-demand video remote interpreting has reduced the wait time for unplanned interpreting needs from

hours or days

inclusion report up to 30% performance increase¹¹

Companies that prioritize



10x faster ⁹¹⁰ down to seconds

Get more than compliance out of your accessibility strategy with effective, inclusive

communication solutions. Sorenson can support you with interpreting, captioning, and translation 1. Addressing Estimated Hearing Loss in Adults 2060 2. American Community Survey Selected Social Characteristics in the United States 3. Language Frictions in Consumer Credit 4. A Hidden Market: The Purchasing Power of Working-Age Adults with Disabilities 5. Consumer buying power is more diverse than ever 6. Reaching Asian American Audiences 2024 7. Salesforce Report: Nearly 90% Of Buyers Say Experience a Company Provides Matters as Much as Products or Services 8. Global State of Multichannel Customer Service Report 9. A comparison of sign language and spoken language 10. Comparing Handwriting Speeds Among Different Age Groups 11. Companies perform better if they for more inclusive. Take those 3 ctops to increase diversity.