




# Deliver on Customer Expectations with Accessible Communication


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%**<sup>1</sup>






Within the past 15 years, non-English-speaking American mortgage borrowers increased by **29%**<sup>3</sup>

**22%**


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



**9%**


—roughly 26 million—speak limited or no English<sup>2</sup>

## Dollars and sense



The U.S. Deaf and hard-of-hearing community has **\$86 billion** in disposable income<sup>4</sup>

U.S. Hispanic consumers’ spending power increased by 87% from 2010 to 2020, reaching **\$1.9 trillion**<sup>5</sup>



Asian Americans’ spending power hovers at **\$1.3 trillion**<sup>6</sup>

**42%**

speak a language other than English at home<sup>2</sup>

**19%**

speak limited or no English<sup>2</sup>

## Customer service counts



**88%**

of customers value experience as much as a company’s products and services<sup>10</sup>

**97%**


of customers say customer service accessibility is an important factor in brand loyalty<sup>8</sup>



**72%**

of customers tell others about a positive customer experience<sup>8</sup>






**55%**


of non-English-speaking borrowers heavily weigh recommendations of friends and relatives in choosing a lender<sup>3</sup>

## Savings through efficiency



Financial institutions accommodating customers’ primary language found the need to redo paperwork decreased by **42%**<sup>3</sup>


Compared to writing back and forth, serving Deaf customers with ASL interpreting is **10x faster**<sup>9 10</sup>





The introduction of on-demand video remote interpreting has reduced the wait time for unplanned interpreting needs from **hours or days down to seconds**

Companies that prioritize inclusion report up to **30% performance increase**<sup>11</sup>



Get more than compliance out of your accessibility strategy with effective, inclusive communication solutions. Sorenson can support you with interpreting, captioning, and translation services.

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’re more inclusive: Take these 3 steps to increase diversity