

# ¡AYÚDAME!

## Hispanic **Rage** Study

The First Annual  
Customer Rage Survey  
for U.S. Spanish-Speakers

April 2007



# ABOUT THE STUDY ORIGINATORS

## Language Line Services

Language Line Services, the world's leading provider of language-based services, is a trusted partner to thousands of organizations whose focus is to effectively serve the rapidly expanding market of limited English speakers. The company delivers a dynamic suite of solutions spanning phone and video interpretation, document translation, interactive software-based translation, and interpreter training and certification programs, enabling clients to communicate with customers in their preferred language. Through its leading-edge technology infrastructure, Language Line Services de-



livers support for over 170 unique languages to its industry-leading portfolio of clients across markets including healthcare, financial services, government, telecom, packaged goods, insurance services, travel, and more. For information on how Language Line Services is helping clients achieve their strategic multicultural marketing and regulatory compliance objectives, please call 1-800-752-6096 or visit <http://www.language.com>.

*"The results of this study are a wake up call for any company vested in marketing and selling to Spanish speakers."*

- Louis Provenzano, President and Chief Operating Officer, Language Line Services.

## Customer Care Measurement & Consulting



Customer Care Measurement & Consulting (CCMC) is a market leader in customer satisfaction and brand loyalty measurement. CCMC provides measurement and consulting services to a broad range of companies seeking a competitive advantage and improved profitability through better customer care.

CCMC is responsible for the original English Language Customer Rage Study, with the fourth such study to be released in summer, 2007. For more information about CCMC please call 703-823-9530 or visit <http://www.customer-care.com>.

*"Don't waste your marketing dollars acquiring Spanish-speaking customers if you are not committed to meeting their language and cultural customer care needs."*

- Scott M. Broetzmann, President & CEO, Customer Care Measurement & Consulting (CCMC)

# STUDY METHODOLOGY

**The 2007 Spanish Rage Study was fielded in November 2006 using the following Methodology:**



Telephone survey using a random national sample of U.S. Spanish-speaking households with 1,501 persons interviewed



Study findings focus on most serious problems experienced with products/services during the past 12 months



Selected findings from this study ("2007 Spanish") are compared with the results of the 2005 Customer Rage study conducted among English-speaking households ("2005 English")

American companies invest billions of dollars annually on customer care programs. But are they effective? To answer this question, CCMC launched an annual national tracking survey to measure customer problems with products and services as well as frustrations with complaint handling. This study – known as the Customer Rage study - takes the “pulse” of the American customer care experience among the general English-speaking population. But the English-speaking customer is no longer king.



By 2010, U.S. Hispanics will collectively represent nearly \$1 trillion in buying power. Recognizing that far less is known about the customer care needs of this highly sought after customer base, and understanding the value of having reliable, empirical information about Spanish consumers expectations, Language Line Services commissioned CCMC to conduct a “Spanish” Rage survey to track the customer care experiences among U.S. Spanish-speaking households. The “Spanish” Rage study replicated the English-speaking and produced noteworthy results.

*By 2010, U.S. Hispanics will collectively represent nearly \$1 trillion in buying power.*

## Did You Know?



Spanish-speaking households are significantly more likely to experience “customer rage” than English-speaking households



Spanish-speaking households are more likely than English-speaking households to experience problems related to purchasing/pricing-related issues



Spanish speakers are more likely to contact media or take revenge through litigation when met with problems with products and poor service



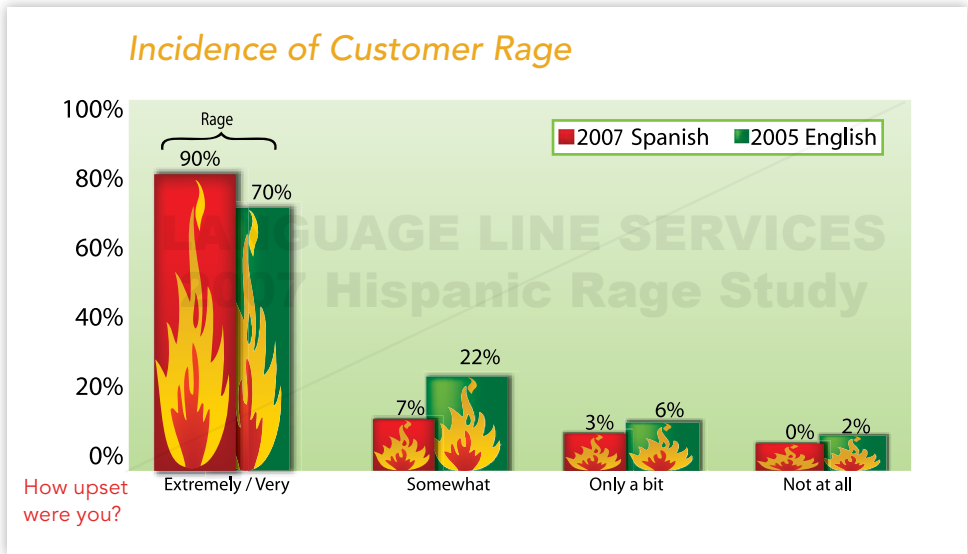
Spanish-speaking consumers would buy more products and services from companies that make it easy for consumers to communicate in Spanish

This booklet provides you with a few of the key findings of the study. For detailed results and to find out how you can reduce customer rage among Spanish speakers, contact Joe Matthews at 800-316-5493 or visit [www.language-line.com/page/sprage](http://www.language-line.com/page/sprage).

# SPANISH-LANGUAGE CUSTOMER RAGE

## Millions Of Spanish Speakers Have Rage

¡Ayúdame! Hispanic Rage Study 2007 found that 10% of Spanish-speaking households, or about 4.3 million consumers experienced a product or service problem in the past 12 months. Alarming, 90% of these consumers said they experienced “customer rage” - meaning they were “extremely” or “very” frustrated with the problems they faced and how their complaints were handled. Not only is there a large number of Spanish speakers who feel rage, they are much more likely to experience rage than English speakers.

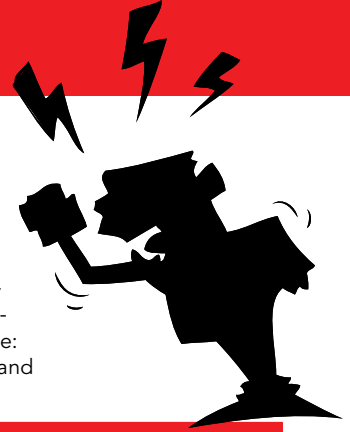


Much rage goes unnoticed or undocumented because 40% of Spanish-speaking households did not complain to anyone about their most serious product/service problem. A primary reason for not complaining is the inability to complain in Spanish. The full details for why people don't complain paint an unattractive picture for businesses or organizations seeking to have valuable relationships with Spanish-speaking customers.

<i>Reasons For Not Complaining</i>	
I could not complain in Spanish	53%
I did not know who or how to contact	43%
It's not in my nature to complain	36%
Complaining would not have done any good	34%
Since I may deal with this company/government agency/organization again, I was afraid that complaining would result in even worse service in the future	26%
I've complained to this same company/government agency/organization before and it didn't do any good	21%

## Products and Services that Cause the Most Problems

The study highlighted some of the product/service categories that have generated the most problems among Spanish-speaking consumers. The top four products/services with which Spanish-speaking households experienced their most serious problems include: Consumer electronics – non-computer, Telephone, Cable TV/satellite and Utilities – non-telephone.



### What Causes Problems

Regardless of your industry, it's important to prevent customer problems that can often result in customer rage. If you're interested in prevention, you might start with the top four problems your Spanish-speaking customers are most likely to experience:

- 🔥 Unsatisfactory performance/quality of product
- 🔥 Overcharge or excessive price
- 🔥 Incorrect/deceptive or fraudulent billing
- 🔥 Product/service not as ordered/agreed upon

Spanish-speaking households are more than two times as likely as English-speaking households to have problems related to purchasing/pricing related issues.

## Rage Remedies

Spanish-speakers' rage can cost you. What do enraged customers want? Spanish-speaking households are significantly more likely than English-speaking households to seek monetary remedies including "money back," "free product or service in the future," and "financial compensation for my lost time, inconvenience or injury." And, Spanish-speaking households are more than three times as likely as English-speaking households to seek "revenge."

What Complainants Wanted to Get	2007 Spanish	2005 English
Explanation of why problem occurred	74%	69%
Assurance problem wouldn't be repeated	71%	69%
Product repaired/service fixed	68%	67%
Apology	66%	54%
Money back	65%	43%
Chance to vent/Just to express my anger/tell my side of the story	58%	54%
Thank you for my business	55%	67%
Free product or service in the future	47%	35%
Financial compensation for my lost time, inconvenience or injury	38%	22%
Revenge -- make them pay for the hassle and inconvenience	38%	12%

# IMPACT OF RAGE ON BRAND/SALES

So we know that millions of Spanish speakers have rage but what does that mean to your business? Besides the obvious negatives of a dissatisfied customer, there are far-reaching effects of customer rage.

First, rage is expressed in many ways. The study found that 71% shared their bad experiences with friends. And while 47% voted with their feet and decided not to do business with the company again, many took it public and either threatened to contact the media or take legal action. And 14% threatened to report the organization to a government/regulatory agency. A key difference in Spanish-speakers' rage is that they are nearly three times more likely to contact the media about their problem than English speakers.

It was no surprise that a little less than one-third (30%) of respondents reported that it was "difficult"/ "very difficult" to complain in Spanish. In most cases, the option to communicate in Spanish was not provided (41%). In some cases, the person they spoke to was not a good representative and did not demonstrate cultural sensitivity (18%). But what many may not realize is that Spanish-speaking complainants reporting that it was "difficult" to complain in Spanish increase "market damage" and complaint handling costs for the offending company/organization since they are more likely to share their story with friends, decide they'll never do business with the company again or take legal action.



## How Consumers Express Displeasure

Expression Of Displeasure	All	Easy to complain in Spanish	Difficult to complain in Spanish
Shared the story with my friends/other people	71%	78%	88%
Decide I'd never do business/come back again	47%	56%	76%
Threatened to talk to management	36%	49%	71%
Yelled or raised my voice	23%	32%	35%
Threatened to report the Company; Government Agency; Private, Non-Profit Organization that caused the problem to a government regulatory agency	14%	12%	12%
Cursed/used profanity	9%	10%	6%
Threatened legal action	11%	7%	6%
Threatened to contact the media	13%	17%	6%

Did threats turn into action?  
Yes—especially for those who found it difficult to complain in Spanish.

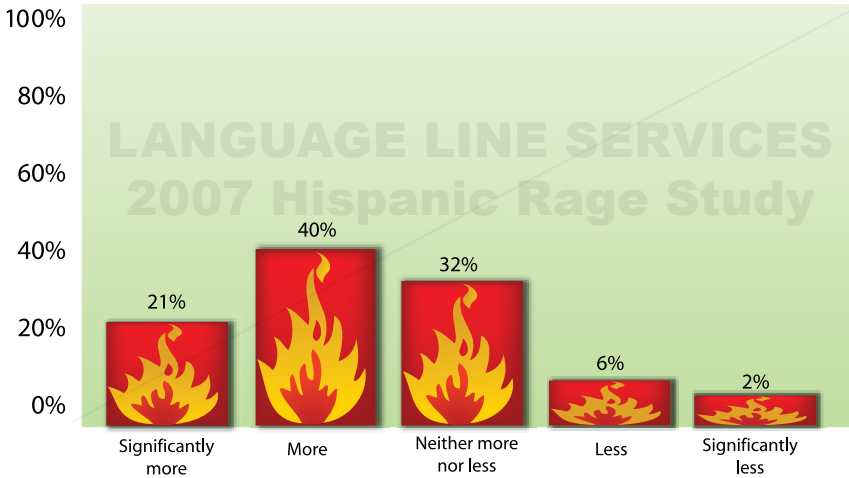
5% of those who found it easy to complain in Spanish actually filed a third party complaint versus 12% of those who found it difficult to complain

2% of those who found it easy to complain in Spanish actually took legal action versus 12% of those who found it difficult to complain

# IMPACT OF RAGE ON BRAND/SALES

Now let's talk about the flip side. Companies that make it easy for their customers to do business in Spanish are viewed more favorably by Spanish-speaking consumers. More importantly, about one-fifth of Spanish-speaking consumers reported that they would buy "significantly more" products and services from companies that make it easy for consumers to communicate in Spanish; nearly two-thirds would buy "more" (i.e., "significantly more" and "more").

## Would Spanish Speakers Buy More or Less as a Result of Easy Communication in Spanish?



## Where Can I Get The Complete Results Of This Study?

We hope you've found this sample of facts on the importance and impact of Spanish-language speakers customer rage to be provocative and useful. The comprehensive ¡Ayúdame! Hispanic Rage Study 2007 offers a variety of compelling statistics such as the most common causes of rage, what remedies are consumers looking for and what they most often get, and demographic details on income, age, language usage, etc. The results are a must have for any organization serving Spanish-speaking consumers. To find out how you can get your copy of the complete study contact Joe Matthews, 800-316-5493, at Language Line Services.

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# Your World. Your Language.<sup>SM</sup>

1 888 855-0811

## How to reach America's multicultural, ready-to-buy consumers

Your World. Your Language.<sup>SM</sup> is a proven customer-acquisition service. How's it work? Simple!

- A limited English speaker needing a service like yours calls our toll-free number
- Our interpreter answers, and
- Within seconds, calls you.

The interpreter stays on the line until you and your new customer have completed your business.

Your World. Your Language.<sup>SM</sup> from Language Line Services\* and AT&T is your way to convert new multicultural buyers. In the languages they prefer, their own.

To find out more **Call 1-866-862-5530**  
or [YWYL@LanguageLine.com](mailto:YWYL@LanguageLine.com) \*\*

\* For 25 years, and in 170 languages, the global leader in over-the-phone language interpretation to all sizes of businesses, healthcare and government agencies.

\*\* Your World, Your Language is free to consumers, and is currently available in California. Soon to be available nationwide.

