



Background

In today's age of connectivity, influence, and choice, positive customer experience has become one of the most powerful drivers of business success. Small, intentional actions—when done consistently—can significantly improve customer satisfaction, build brand loyalty, and encourage repeat business.

As Latinx purchasing power continues to grow, so does the importance of cultural awareness and responsiveness in customer service. Regardless of size or sector, organizations that invest in cross-cultural policies, practices, and training are better positioned to deliver a consistent and welcoming brand experience by:

- Supporting frontline employees
- Delivering services more efficiently and effectively
- Creating a welcoming environment for customers
- Building trust and meaningful relationships with the community

Latinos are the second-largest population group in the United States and play a critical role in the nation's economy. In 2022, U.S. Latino Gross Domestic Product (GDP) reached \$3.6 trillion, while Latino Gross Domestic Income (GDI) grew to \$2.83 trillion and Latino Purchasing Power (LPP) increased to \$3.78 trillion. From 2010 to 2021, real U.S. Latina (female Hispanic) GDP grew by 51.1%—nearly three times the growth rate of non-Hispanic GDP (18.8%).

In North Carolina, the Latinx community represents the fastest-growing population demographic. According to the 2023 Metro Latino GDP Report, North Carolina's Latino GDP has reached \$36.9 billion. The Charlotte Metro Area Latino GDP—covering Cabarrus County—stands at \$12.9 billion, surpassing the total economic output of 91% of U.S. counties. Personal consumption is the largest contributor, totaling \$8.9 billion, underscoring the economic importance of culturally responsive customer engagement.

Cabarrus businesses and agencies interested in improving connections with and customer experiences for the Latino population can take strategic steps to make that happen—and they don't have to do it alone! [El Puente's, Bridging Communities Recognition Program](#), builds a stronger local economy and community through understanding and communication.

Launched in 2026, the recognition provides Cabarrus County businesses and agencies with a free assessment of their welcoming nature and scores their current approaches and processes against

best practices. According to best practices, an organization's approach to hospitality speaks volumes about their culture and professionalism. Offering a warm welcome, adapting the workplace, training staff and requesting feedback are just some of the important elements.^{[1],[2]} Recognition Program participants also receive a list of recommendations to improve cross-cultural goals that focus on representation, communication access, community connections and engagement, creating a safe environment for all, and openness to feedback.

^[1] Best Practice for Welcoming Visitors to Your Office. Yarooms. November 2024 Accessed at <https://www.yarooms.com/blog/welcoming-visitors-to-office>

^[2] Best Practice for Welcoming Guests to Your Company Premise. Robin Waite, the Fearless Business Coach. Dec 2024. Accessed at <https://www.robinwaite.com/blog/best-practices-for-welcoming-guests-to-your-company-premises>

