

SIR 2025 Annual Conference

CHICAGO, IL
Fairmont Hotel in Chicago

May 4-6, 2025



Innovation is Multilingual

Beatrice Dela Pena, CPCU, AIDA, AINS, API, GEICO

What is Multilingual Innovation?

*“**Innovation** in the insurance industry involves creating and implementing new ideas, methods, or products to **enhance services, improve customer experience, and increase efficiency...**”*

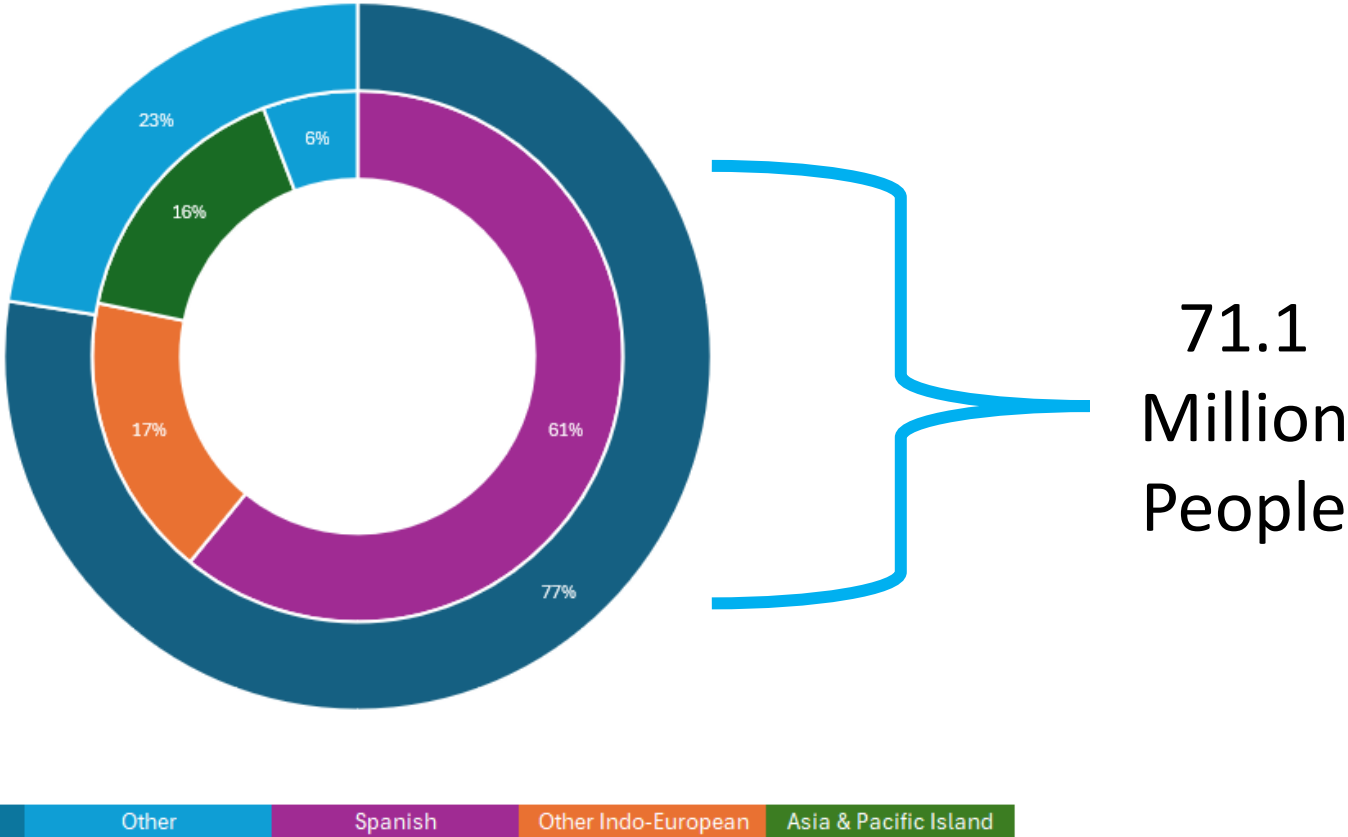
*In the context of multilingual capabilities, innovation means embracing languages...to better serve a broader customer base. This can involve offering multilingual **customer support, creating marketing materials in multiple languages, and developing digital tools** that cater to different linguistic needs.*

*By doing so, insurance companies can improve **accessibility, build stronger relationships with customers, and tap into new markets.**”*



In the United States...

Languages Spoken at Home



Source: [S1601: Language Spoken at Home - Census Bureau Table](#)



Spanish Language Statistics

Worldwide



- Spanish has the 2nd largest number of native speakers (500 million) behind Mandarin
 - Ranked 4th for total speakers worldwide
- Total of 21 Spanish speaking countries

United States

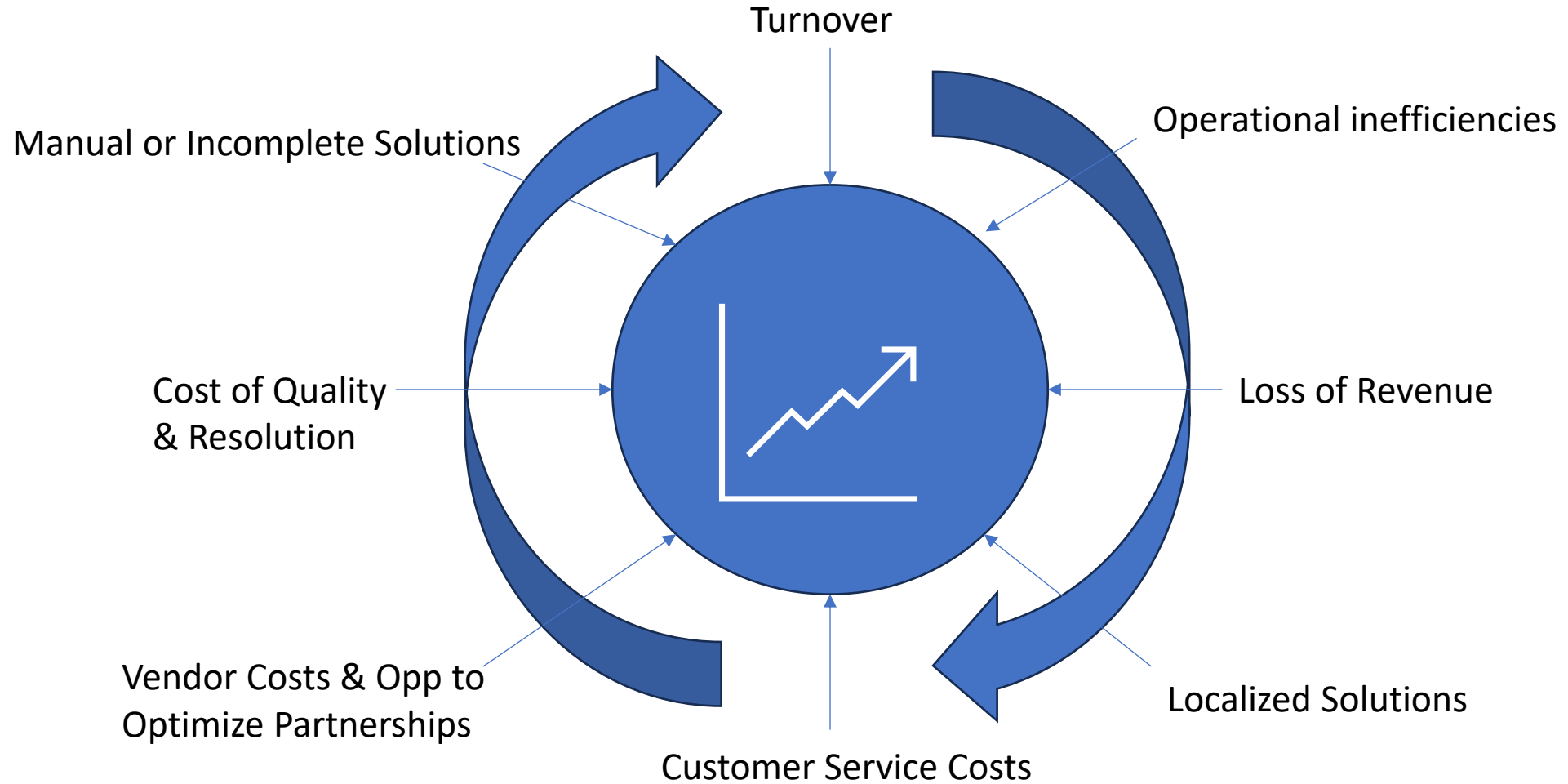


- 57% of U.S. born Hispanics speak Spanish
 - 51% say it is important for future generations
- Total of 42 million speakers in 2022
- If U.S. were a Spanish speaking country it would rank 2nd

Source(s): Pew Research, Instituto Cervantes at FAS - Harvard University



A Lack of Multilingual Innovation Increases Industry Costs



©



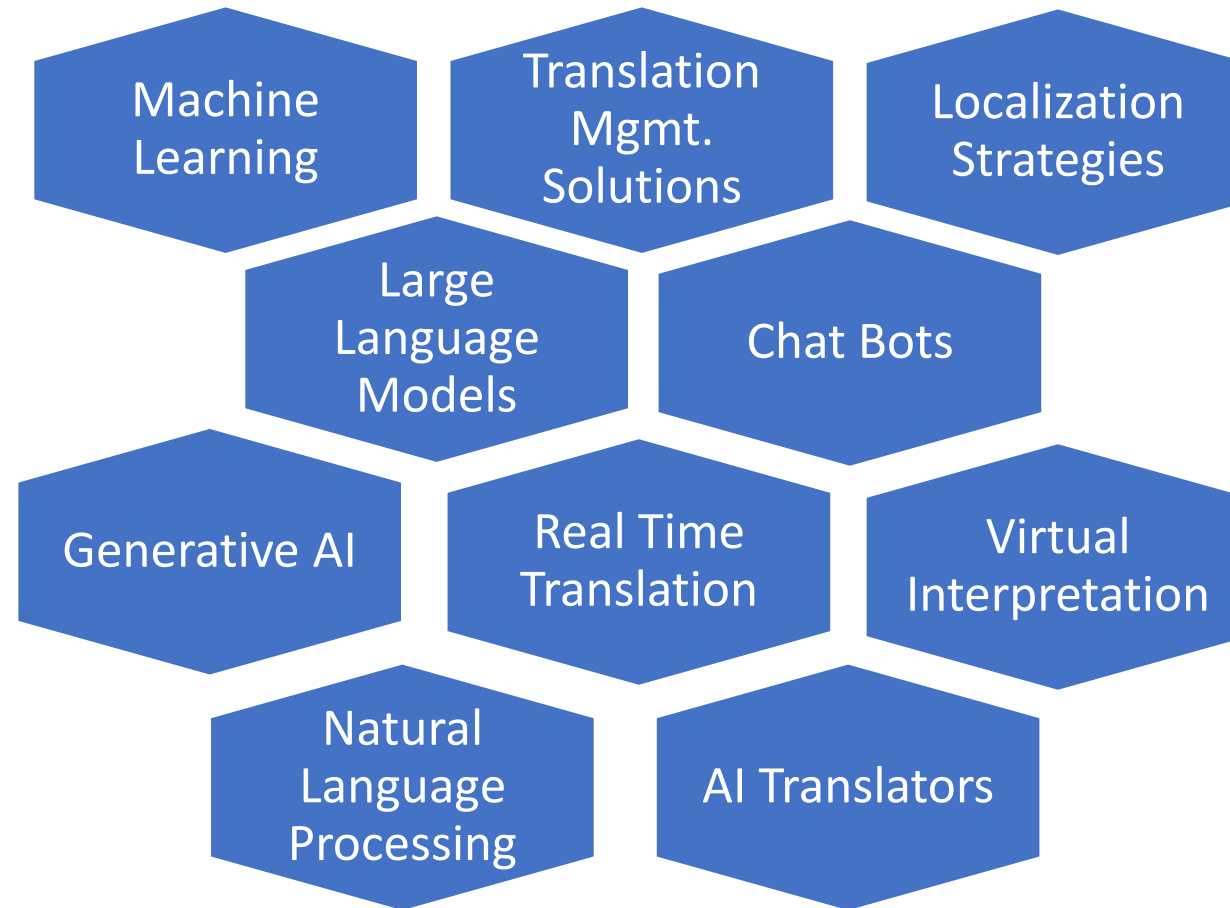
Industry Can Reduce Costs to Increase Revenue



©



High Level Tools and Solutions - Tech



High Level Tools and Solutions - Operations



Market Considerate
Targets/OKRs



Multilingual experts
and talent (Hiring,
Onboarding and
Training)



Long term
investment horizons



Holistic process
considerations



Education and
awareness



Industry SWOT Analysis



Federal Regulations Related to Language



DODD-FRANK WALL STREET
REFORM & CONSUMER
PROTECTION ACT OF 2010



GRAMM-LEACH-BLILEY ACT



AFFORDABLE CARE ACT



CIVIL RIGHTS ACT OF 1964



Insurance State Regulation and Related Topics

Utah HB 23

California Proposition 103

Colorado HB 1440



The Research

Buthelezi et al. (2024) examined the language and communication related issues in contract administration. Errors in insurance claims errors vary significantly across languages

The likelihood of the customer or company being at fault

Language	Company Error	Customer Error	Claims Rejected Due to Company or Customer at Fault
African	4.6%	37%	40.0%
English	4.0%	19%	16.6%
Asian	9.7%	10%	10.0%
German	4.0%	6.0%	5.9%
French	1.8%	2.3%	2.3%



The Research

Omonov (2024) highlighted the polysemantic English language used in insurance contracts and its implications on cross-cultural communication, policy interpretation, and documentation.

- Different meanings
- Specialized Interpretation
- Standard Glossaries

Beauchemin (2023) said that insurance contracts are standard but use legal and insurance specific language.

- RISC "realistic synthetic insurance contract"



*“Our marketplace consists of **consumers who speak other languages**. Insurance is a **complex** and necessary product. As we **evolve** tech tools and operational processes, it will be important that our industry recognizes **multilingual** needs. As an industry, it is important that we view this as an **investment** to improve service and increase **profitable growth**. Technology allow us now, more than before, the opportunity to leverage more **efficient real time solutions** for process improvement.”*



SIR 2025 Annual Conference

CHICAGO, IL
Fairmont Hotel in Chicago

May 4-6, 2025



Thank You!