

Beyond Translations: Adapting the Eversource Mobile App for Spanish-Speaking Customers

iConnect October 2022

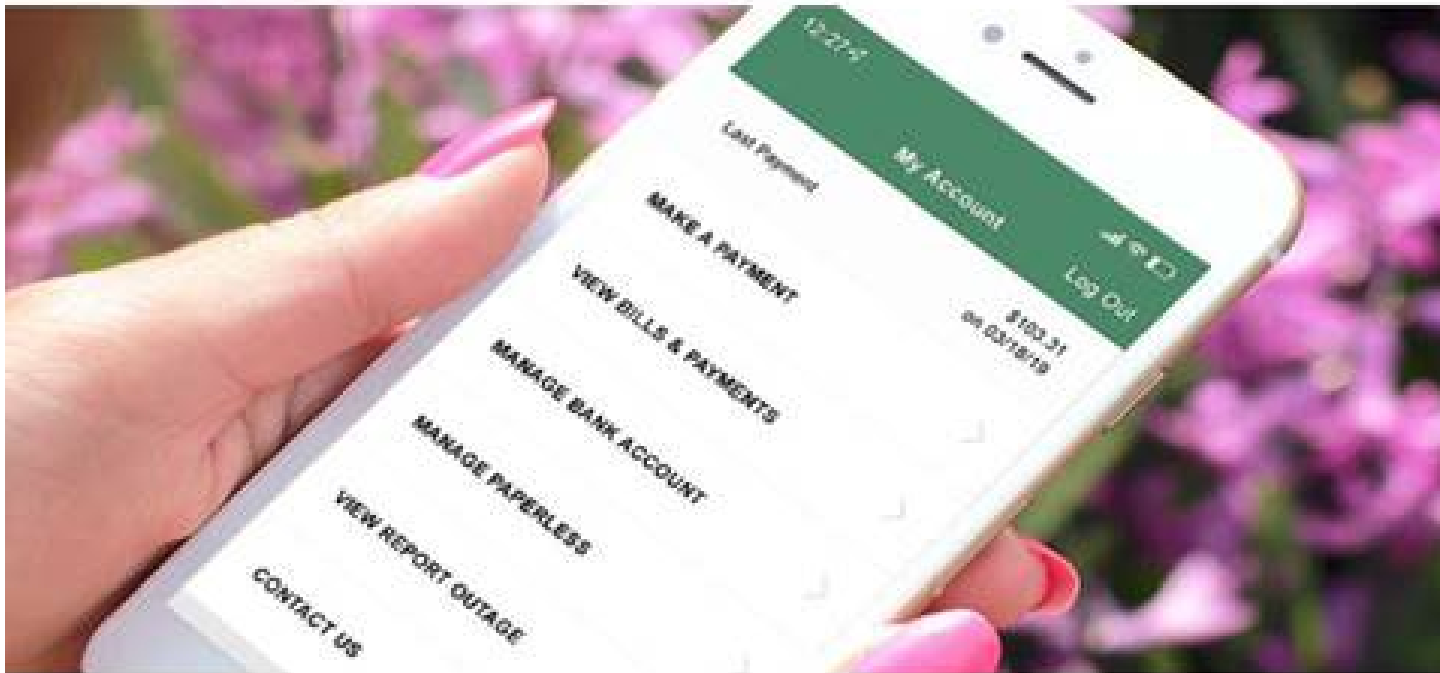
Presentation

The need for a multilingual approach

Listening to our customers

The Eversource Mobile App: Overview

EVERSOURCE



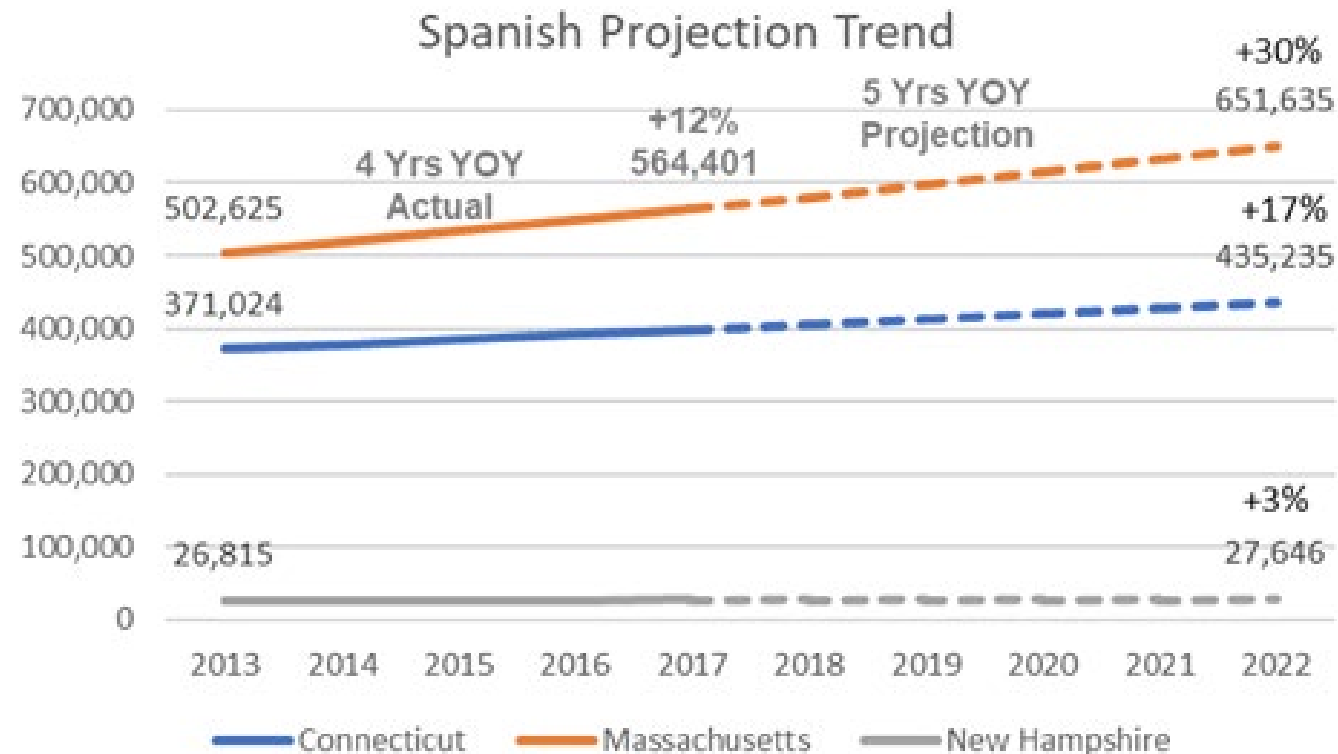
- The Eversource mobile app – introduced on 03/07/2019
- High customer satisfaction due to the app's ease of use
- Primarily used for bill pay and outage-related actions
- Almost 500,000 downloads to date



Listen fast, iterate often

- After launch, we made sure to “listen fast and iterate often”
- On the digital team, we solicit and collect customer feedback from:
 - app store reviews
 - customer surveys
 - employee feedback
 - user experience studies
 - usage metrics
- Listening allowed us to uncover a need among a growing customer segment

Spanish-speakers: A growing segment

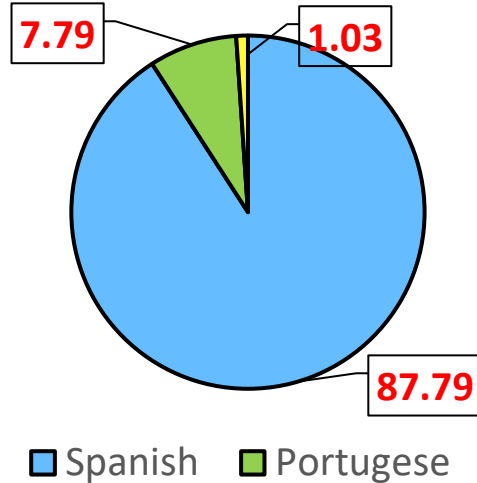


Source: <https://www.census.gov/data/tables/2013/demo/2009-2013-lang-tables.html>

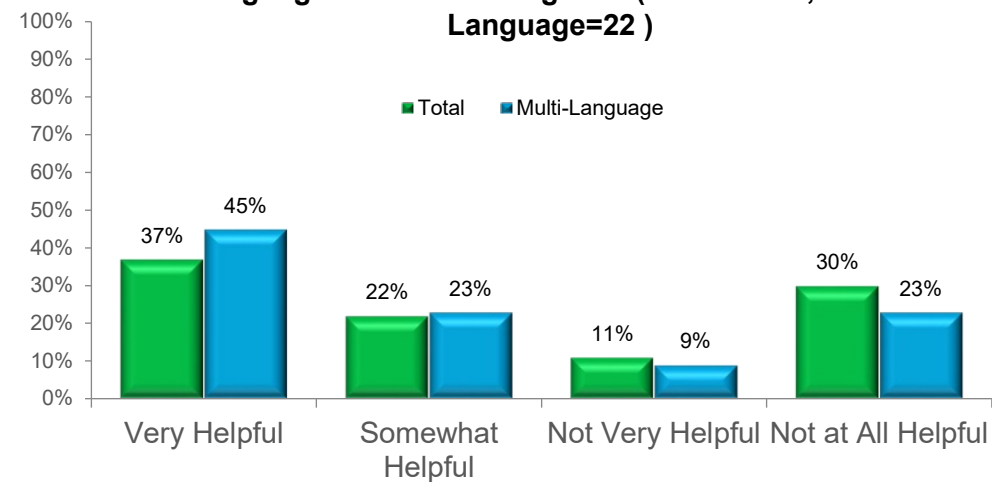
- Eversource Customer Group research indicated that Spanish ranks behind English as the most spoken language in our territory
- Spanish-speakers in MA, CT and NH are expected to grow from ~900,000 to over 1.1 million by 2022
- Increasing prominence of Spanish pointed out a need for a multilingual approach to key customer touchpoints

A multi-lingual need across platforms

Percentage of Call Minutes by Language



How helpful is it when websites offer alternate languages other than English? (n=Total 288, Multi-Language=22)



Percentage of Eversource web users with device set to Spanish



A deeper dive across our platforms (call center, website, app) indicated need for Spanish-language customer touchpoints

Our qualitative research also discovered that Spanish-speaking customers tend to use their phones to access the internet.

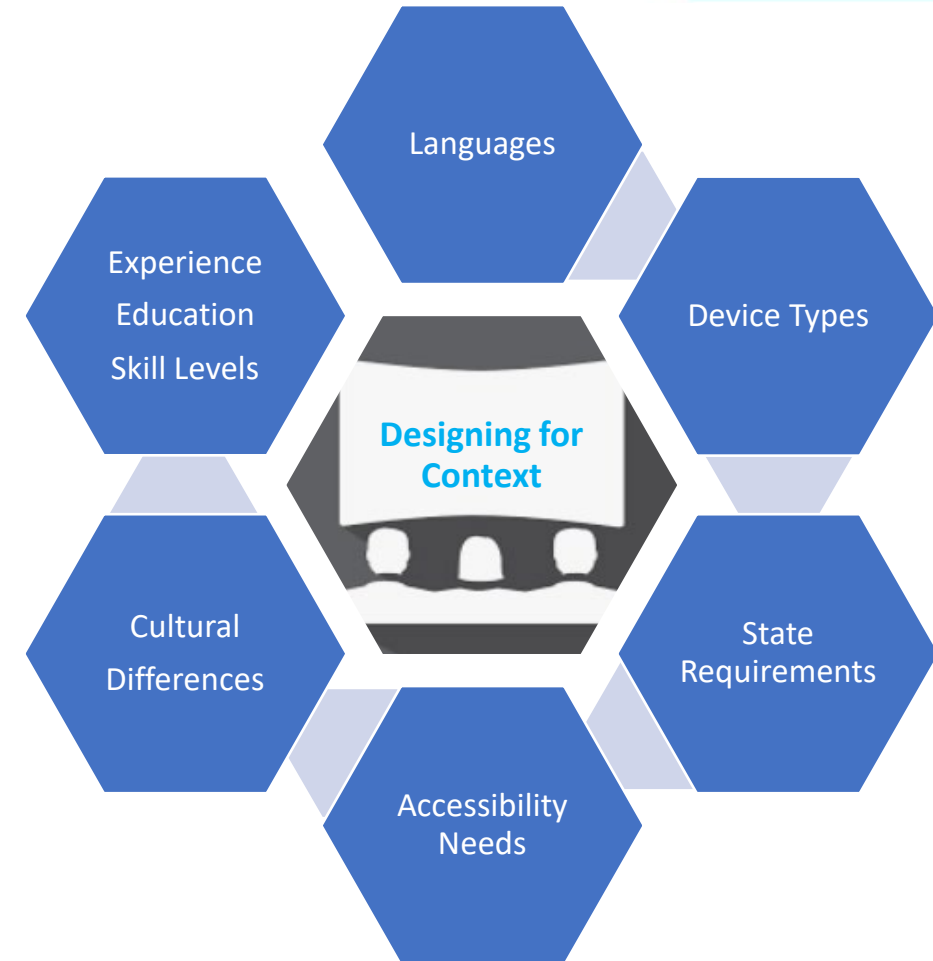
Let's hear it straight from one of our very own customers:



With all this customer data and feedback, how should we process and prioritize it?

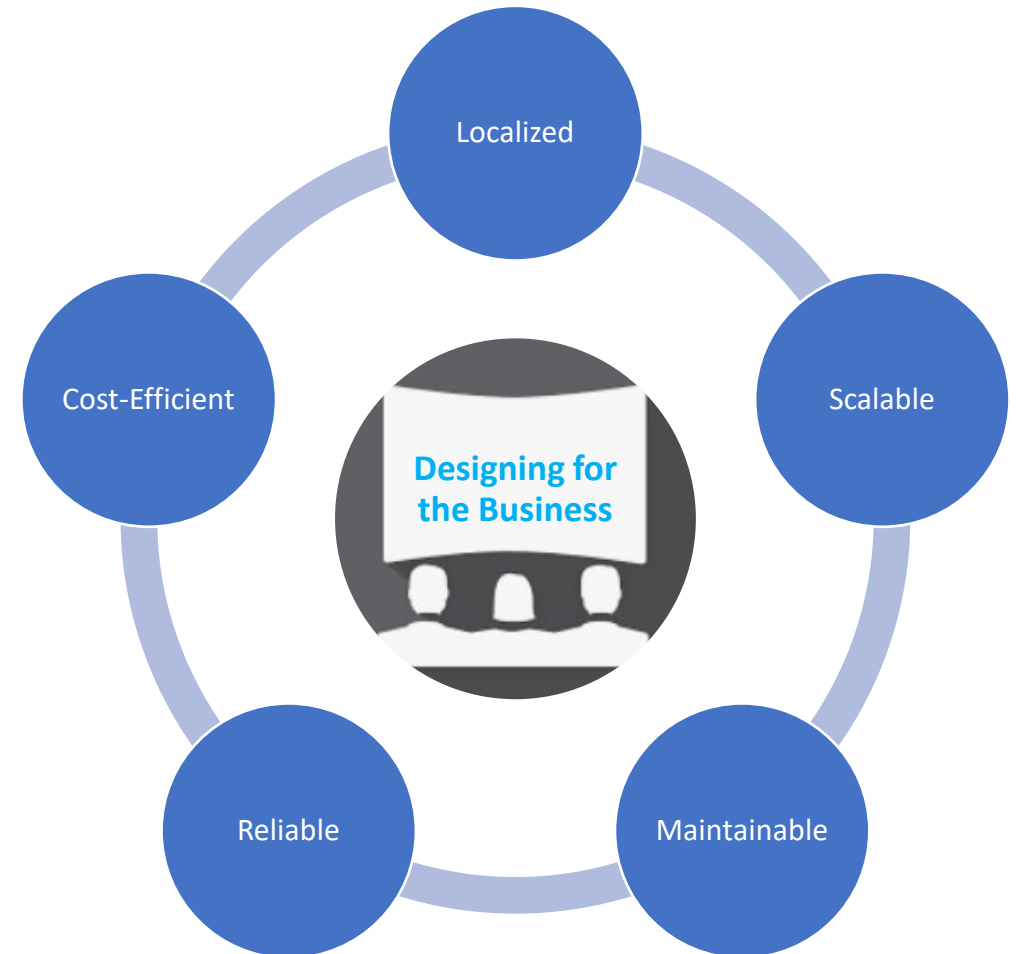
Designing for Customer Context

- Our prioritization was determined by our customer's context
- Based on what we had learned about our Spanish-speaking customers, we needed a solution that:
 - Is mobile
 - Provides access to key digital transactions
 - Accounts for regional linguistic differences

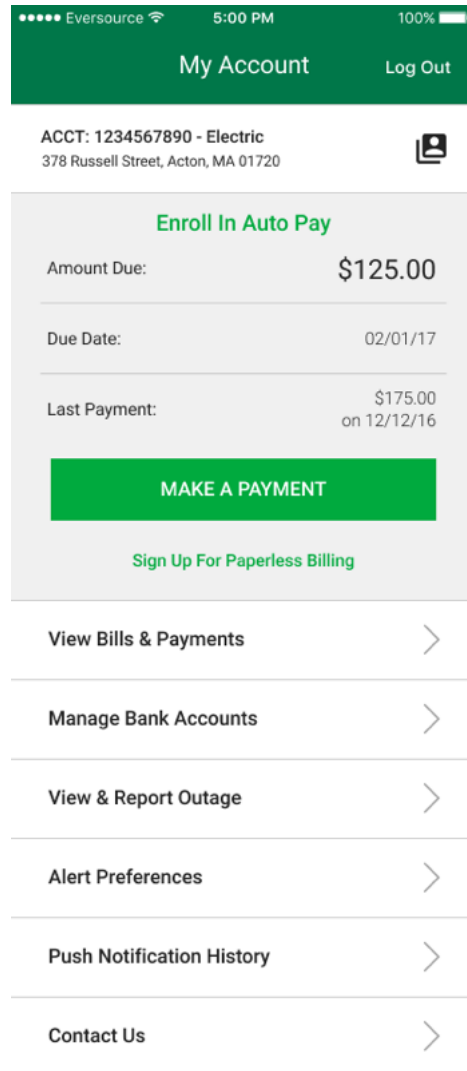


Designing for the Business

- A second tier of considerations was focused on the business
- What should we consider to make our multilingual solution a sustainable one?
 - Localized: accounting for regional linguistic differences
 - Scalable: able to grow as usage grows
 - Maintainable: simple to operate and keep running
 - Reliable: easy to access and use, whenever needed
 - Cost-efficient: makes the best use of resources
- Adhering to these principles will help our business minimize cost, risk and complexity.



What was the most efficient path forward for us to introduce a Spanish-language platform?



We already had an existing transaction-focused platform that some Spanish-speaking customers were already using


- 4% of app users had their device language set to Spanish – even BEFORE we introduced a Spanish-language app
- The Eversource mobile app would provide Spanish-speaking customers with a polished user experience to complete key transactions such as paying their bill, reporting outages, and managing their communication settings
- The experience would be mobile – just as our Spanish-speaking customers wanted

How, then, do we approach the task of translating our app for our customers?

Mac iPad iPhone Watch TV Music Soporte

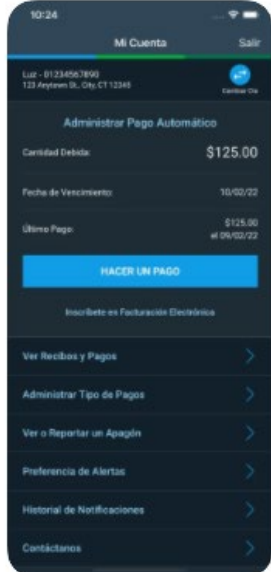
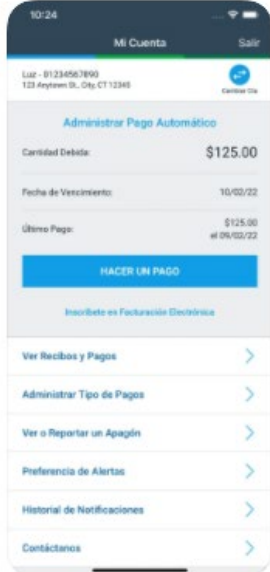
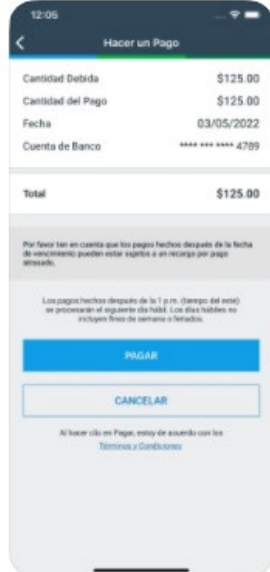

Vista previa de App Store

Abre Mac App Store para comprar y descargar apps.



Eversource Energy 4+
Eversource Energy Service Company
Diseñado para iPhone
Gratis

Capturas de pantalla del iPhone

Let's Localize, not just Translate

Going beyond translations

Translation: the process of rendering a string of text from one language to another while maintaining equivalent meaning.

Localization: the process of addressing cultural and non-textual contexts in addition to linguistic requirements

A translation-centered approach focuses on the **translation process**

Extract

- Pull out English text
- Line by line

Translate

- Several options for translation solutions
- Human, machine or hybrid

Relate

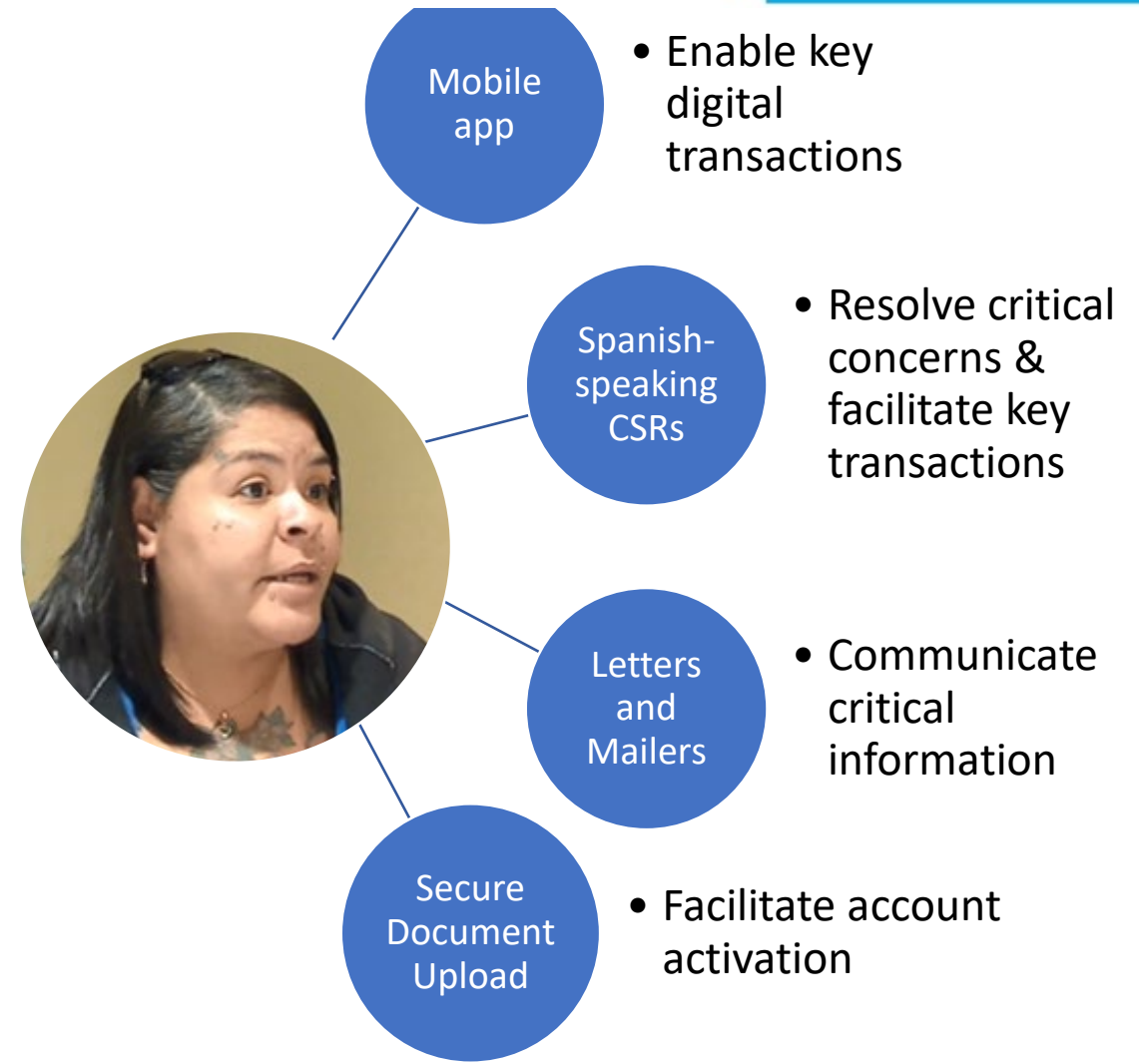
- Each English line of text relates to a corresponding line of Spanish text

Render

- As a separate or proxy user experience, or
- Render Spanish only when the user signals for it

The Spanish-speaking customer experience as PRODUCT

For MVP, our goal was to provide a happy path for Spanish-speaking customers to complete top-priority activities



With the “Happy path”
defined, we were ready to start
work on a Spanish mobile app!

An app for our Spanish-speaking customers

Development and Launch

Developing for our Spanish-speaking customers

Localized

- Translations kept neutral to account for national origin & dialect variants
- Tone kept informal to be consistent with branding
- Business terminology kept consistent across platforms

Scalable

- Resources were ramped up to account for increased usage
- Our development process is built for scalability: team went agile in 2019

Maintainable

- Use of language configuration files enables quick turnaround for content edits
- No app update required
- One app, one codebase to maintain

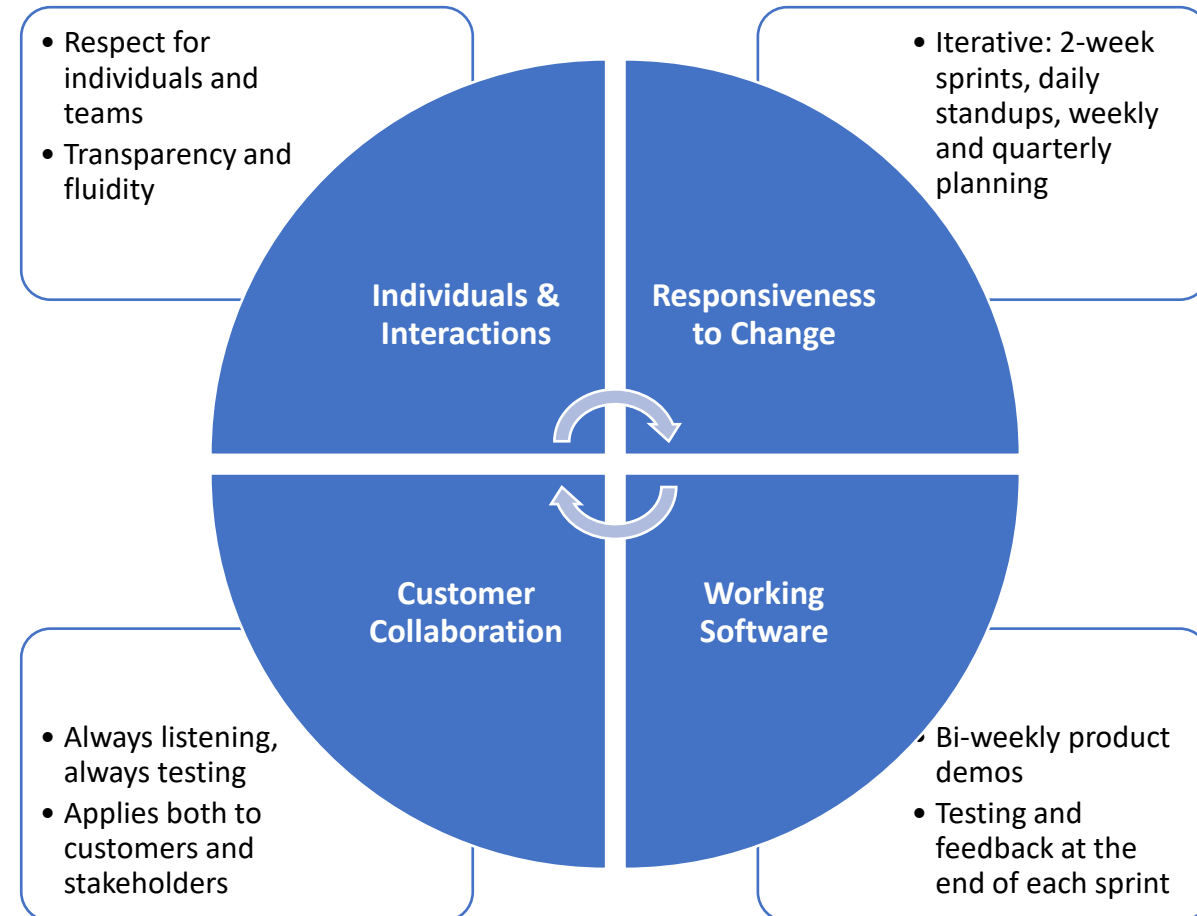
Reliable

- Performance testing is required for each release to ensure reliability
- Spanish-language testing ensures accuracy of content, not just integrity of functionality

A Quick Nod to Agile

Developing in an agile fashion allowed us to:

- Work efficiently
- Manage dependencies effectively
- Adjust to changes in requirements
- Deliver the product our customers and stakeholders wanted



A One-team Approach: ScrumbleDore's Army

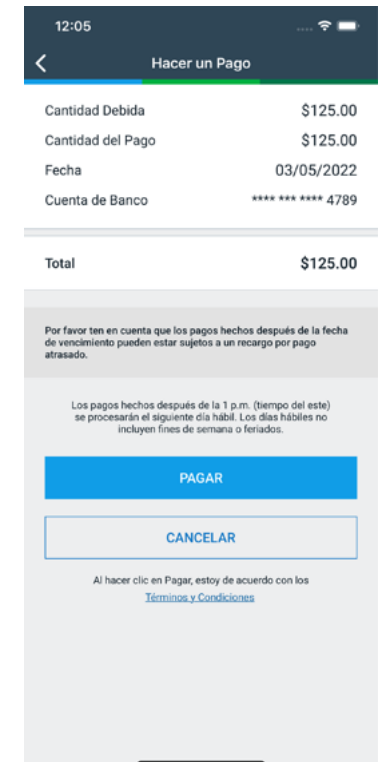
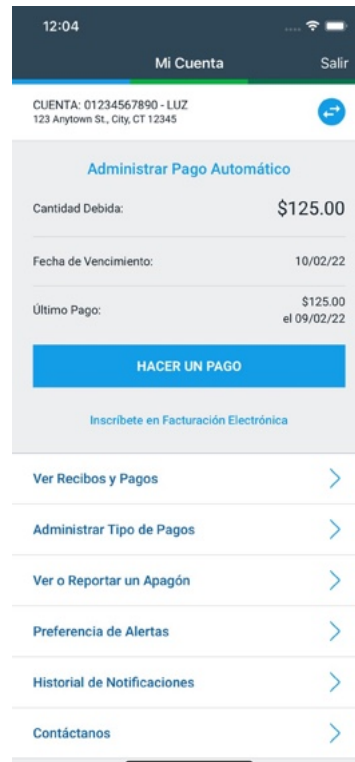
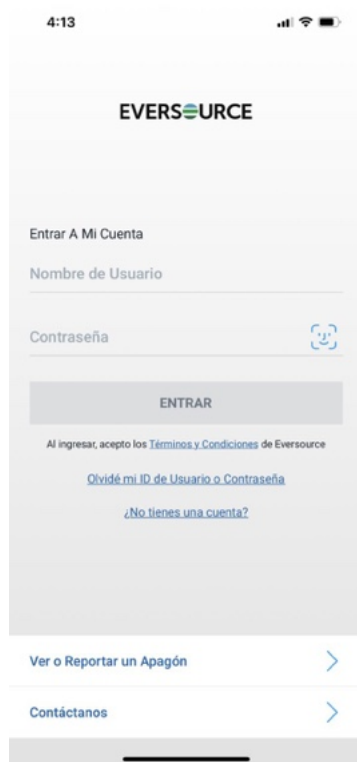
- Our mobile app, both in English and Spanish, is the product of the effective collaboration between Eversource and our technology vendor, KUBRA
- We truly worked as one team with full trust and transparency
- Effectively backed by our executive and agile train leadership



Thanks to this collaborative effort, we launched our Spanish-language mobile app in October 2020

Key features:

- View my bill, see what's due this month
- Make a payment
- Check the status of my outage, or report an outage
- Manage my alerts and communications



A snapshot of current performance

Since launch, we have seen almost 500,000 Spanish app sessions, or about 4% of all Eversource mobile app sessions, with mostly word-of-mouth marketing.

Customer behavior is similar across language groups.

Top activities are billing and payments, payment history, alerts, outage

% SESSIONS IN SPANISH, BY APP PLATFORM

