

# Case Study: Designing and Personalizing a Spanish-Language Mobile App for Eversource Energy

## The Challenge:

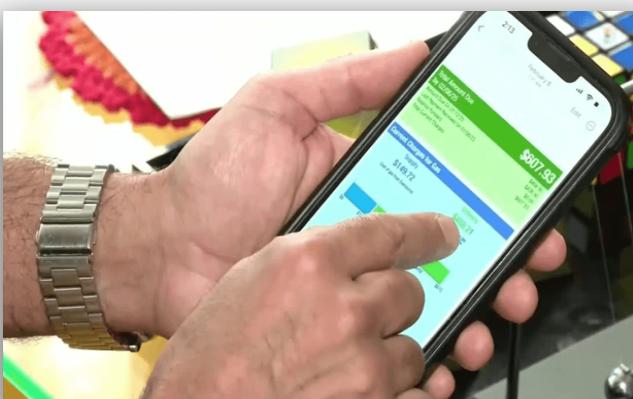
Eversource Energy, serving over 7 million customers across New Hampshire, Connecticut, and Massachusetts, faced challenges in effectively serving its Spanish-speaking monolingual customers. Although this group was significantly smaller than the rest of the customer base, the utility was spending hundreds of thousands annually on language line services because they didn't have enough Spanish-speaking agents to keep up with the high number of Spanish calls. The existing English-only mobile app created additional hurdles. Adding a simple language toggle might have been an easy fix, but it would still send important notifications, like billing and outage updates, in English, which would have led to confusion and more calls for clarification.

# EVERSOURCE



## The Solution

Instead of opting for a basic language toggle, we took a data-driven approach to design a fully personalized Spanish-language mobile app. By analyzing customer behavior and pain points, we identified the most essential features to address their needs:



- **Bill Viewing & Payment:** Easy access to bills and payment options, addressing the majority of customer interactions.
- **Payment Assistance & Plans:** Direct access to bill payment assistance and flexible payment plans, which were essential for many customers.
- **Outage Reporting & Notifications:** Real-time outage reporting and updates in Spanish, critical for keeping customers informed.
- **Customized Alerts:** Tailored alerts for payments, outages, and billing, reducing missed notifications and customer confusion.

## Translating and Linking to Spanish Content

To further enhance the experience, we ensured that all external links led to Spanish-language content, based on data indicating that this would eliminate unnecessary call volume and improve user experience. This included:

- **Bill Payment Assistance Information:** Translated detailed content regarding bill assistance programs, making it accessible directly within the app.
- **Payment Plans & Support Options:** Relevant payment options and support resources were also translated, reducing confusion and minimizing the need for customer service intervention.



The screenshot shows the Eversource website's navigation bar with links for Account & Billing, Outages & Storms, Services, Save Money & Energy, Safety, and About. Below the navigation, a breadcrumb trail shows Residential / Account & Billing / Planes de Pago y Ayistencia. A note indicates the page is for Hartford, CT customers, with an option to change location. The main content section is titled 'Planes de Pago y Otra Ayuda Disponible' and discusses programs for managing electricity and gas bills. It includes a phone number for immediate assistance (800-286-2828 for electricity, 800-438-2278 for gas) and a link to a Spanish informational brochure. A sub-section titled 'Planes de Pago a Largo Plazo' (Long-term Payment Plans) is also shown, mentioning plans for customers with outstanding balances.

## Results



- **Reduced Call Volume:** The app directly addressed common customer needs, significantly reducing reliance on language line services.
- **Improved Customer Satisfaction:** Data showed a notable increase in satisfaction among Hispanic monolingual customers, as they now had a seamless experience in their preferred language.
- **Cost Savings:** Eversource saved hundreds of thousands of dollars annually in language line services.
- **Recognition:** Eversource received a [prestigious award](#) for the success and impact of the initiative.

## Conclusion

The Spanish-language mobile app for Eversource was designed with a data-driven strategy, ensuring that each feature directly addressed customer needs. By prioritizing personalization over a simple translation toggle, the app enhanced customer satisfaction, reduced costs, and set a new standard for inclusive service in the utility sector.

Rami Camarillo, December 2022