

**EXH. CLW-11
DOCKETS UE-240004/UG-240005 et al.
2024 PSE GENERAL RATE CASE
WITNESS: CAROL L. WALLACE**

**BEFORE THE
WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION**

**WASHINGTON UTILITIES AND
TRANSPORTATION COMMISSION,**

Complainant,

v.

PUGET SOUND ENERGY,

Respondent.

**Docket UE-240004
Docket UG-240005
(consolidated)**

In the Matter of the Petition of

PUGET SOUND ENERGY

**For an Accounting Order Authorizing
deferred accounting treatment of
purchased power agreement expenses
pursuant to RCW 80.28.410**

**Docket UE 230810
(consolidated)**

**FIRST EXHIBIT (NONCONFIDENTIAL) TO THE
PREFILED REBUTTAL TESTIMONY OF**

CAROL L. WALLACE

ON BEHALF OF PUGET SOUND ENERGY

SEPTEMBER 18, 2024



PSE CUSTOMER LANGUAGE TRANSLATION STATS

- In 2023, the Digital Experience program also implemented language translation on the PSE.com website allowing users to pick from 7 languages (English, Spanish, Chinese, Korean, Vietnamese, Russian, and Hindi). Additionally, the PSE.com website supports automated browser translation for customers that prefer to use those features.

Translation Type	Pageviews	% of Pageviews
No Translation (English)	57,381,426	97.8%
Automated Browser Translation (73 Languages)	1,196,473	2.04%
PSE Website Translation (6 languages)	121,789	0.21%
Total:	58,699,688	
Pageviews from 4/1/2023 through 4/30/2024.		

- The Digital Experience program enhanced key PSE.com pages to support customer adoption (enrollment) and behavior change (usage) for PSE products, programs, and services including payment assistance and clean energy programs. Since their launch in 2023, these pages have been viewed 12,866,664 times through April 30, 2024. Additional work is in-progress on these pages to improve personalized product, program, and service recommendations to customers based on account and income eligibility data.

Webpage	Launch	Pageviews
My Account	May 2023	11,256,158
My Bill	Sept. 2023	1,387,953
Preference Center	Oct. 2023	197,389
Products & Services	Nov. 2023	25,164
Total:		12,866,664
Pageviews from launch date through 4/30/2024.		