



QUESTLINE

OUTREACH. EVOLVED.



QUESTLINE eNEWSLETTERS

MORE FLEXIBILITY.

MORE INSIGHT.

MORE ENGAGEMENT.

CUSTOMER ENGAGEMENT **JUST GOT EASIER...**

Questline's eNewsletters have long been a cornerstone in the engagement strategy of hundreds of energy utilities. In our mission to make energy engaging, we've successfully provided best-in-industry content, utility program promotions, digital channel deployment and engagement strategy to our clients.

Now Questline has launched the next evolution of our Questline eNewsletters, leveraging the power and benefits of our Engage platform. Through an extensive research and interview process, we identified our energy utilities' expectations, needs and preferences for next-level technologies. Utilities spoke and we listened.

What?

With this evolution, Questline eNewsletters are now seamlessly integrated into our Engage platform to provide a more robust user experience and enhance your ability to reach your customers wherever they are. We've also introduced a more flexible approach to how we package Engage Content by providing energy- and audience-specific asset options from which you can select.

How?

You'll work directly with Questline's experienced professionals already familiar with utility communication needs. Your new eNewsletter implementation project will be managed collaboratively with our Account Service, Operations and Development teams to ensure a smooth, timely launch.

Why?

Questline is the leading content and communications company dedicated to the pursuit of engaging energy utility customers. We focus solely on energy consumers by providing content solutions that matter to them.

To fulfill this mission, we are constantly improving the products and services we offer to enhance the communications reach of our energy utilities. Regular communications are critical to customer engagement and satisfaction. While the eNewsletters have served our energy utilities well for many years, like any leading technology company, we never settle for “good enough.”

In speaking with our utility clients and observing our own best practices and industry data, we identified opportunities to strengthen our offerings and improve our utilities’ communications by evolving our eNewsletters. Doing so enables Questline to bring an even stronger set of communications tools, more flexibility, better analytics insight, and even more precise technology to fuel your customer engagement.

QUESTLINE eNEWSLETTERS

KEY BENEFITS

Innovative upgrades are now available with the Questline eNewsletters, powered by our Engage platform:

- Product and technology enhancements driven by Questline utility focus groups to determine expectations, needs and preferences
- eNewsletters feature fully responsive, mobile-friendly email and article landing page templates
- Content landing pages offer a cleaner, more modern look to social sharing functionality
- Enhanced video and multi-media viewing
- Reviewing, requesting changes and approving eNewsletters is now easier than ever via a convenient, user-friendly administrative portal
- Flexibility and convenience with custom deployment schedules to ensure your automated distribution fits your communication timing needs
- Improved reporting and analytics, aligned with our email services offering on the Engage platform
- Simpler, more comprehensive views of your customer activity
- Easier access to detailed engagement reporting, including clicks, click maps, bounces and unsubscribes
- Consistency of data sets and integration ability for preference centers with all lists conveniently housed in one place
- Customization of preference centers to keep customers engaged with the content most meaningful to them
- Convenient full API and file automation functionality, enabling synchronization of subscriber and engagement data with a CRM or other systems
- Enhanced customer targeting capabilities with multi-level, real-time list segmentation and dynamic list matching by attributes

Questline is the leading content and communications company dedicated to the pursuit of understanding and reaching energy utility customers. Serving more than 480 energy utility clients in all 50 states, we deliver content that engages, educates and entertains.

DO YOU
QUESTLINE?



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