



QUESTLINE

We Make Energy Engaging



Illumination Awards

A Showcase of Best Practices and
Extraordinary Results

DAVE REIM, PRESIDENT, QUESTLINE

The 2016 Questline Illumination Awards



Marketing Efficiency



Marketing Effectiveness



Customer Responsiveness

Illumination Award for Marketing Efficiency

- The Marketing Efficiency award recognizes a utility who has found new ways to do more with less. The award identifies a utility advancing their goals by doing more with automation and technology.



Marketing Efficiency

Email Campaign

SL: 5 must-have items you need for a WorryFree kitchen. PH: How WorryFree appliance coverage is one of them!

PSEG WorryFree



Is your kitchen missing something?
Create a WorryFree® Kitchen with these 5 affordable products.

- 1. WorryFree appliance repair coverage.** Start by protecting your major kitchen appliances! If an unexpected breakdown happens, PSEG's WorryFree repair crew will take care of it quickly – so you can enjoy a WorryFree day. [Learn more >](#)
- 2. Designated cutting boards.** Use one cutting board for raw meats and one for your fresh produce or any cooked foods. You'll decrease the risk of contamination. Try color-coding your boards, too.
- 3. Compost bins.** Green your kitchen and grow your garden by composting. There are many options for smaller in-kitchen bins. Consider size, appearance, weight, odor filters and price before you buy.
- 4. Knife sharpener.** If it's getting tough to chop veggies or you can't ever remember sharpening your knives, now's the time. Cutting and slicing will be smoother and safer. Of course, use caution when sharpening your knives.
- 5. Measurement equivalent chart.** Make determining your measurements easier with an at-a-glance chart. You can find a variety of options to buy (like refrigerator magnets) or you could create your own. No more uncertainty over how many tablespoons equal two cups!

Ready for a WorryFree kitchen? Sign up for coverage now – and make every day another WorryFree day. **Plus, you'll save 10% with 3 or more plans!**

WorryFree coverage:
[Explore your options >](#)

Just another
WorryFree
Day

Explore the benefits of WorryFree®

-  Covered parts and labor at no cost to you
-  Convenient monthly payment, added right to your PSEG bill
-  Dependable and timely service from expert technicians

[View all our WorryFree plans >](#)

SL: The 4 Ws of NJ summers. PH: Have a WorryFree summer – inside and out!

PSEG WorryFree



Summer in New Jersey: Enjoy the 4 Ws
Here are four things that make the great outdoors in the Garden State amazing!

- 1. WorryFree** – First, let's start with PSEG's WorryFree® appliance repair coverage! From your cooling and heating system to kitchen and laundry appliances, WorryFree repair plans get your appliances fixed fast. [Explore your coverage options >](#)
- 2. Water** – New Jersey boardwalks and beaches are summertime essentials. New Jersey has more than 130 miles of coastline. Whether it's boating, lighthouses or surfing, there's something for everyone. [Check out New Jersey's beaches.](#)
- 3. Wildlife** – With dozens of state parks and forests, New Jersey is filled with places that bring you closer to nature. Get out and spot some Eastern Goldfinches, our state bird, and enjoy the shade of red oaks, N.J.'s tree. [Here's a list of all state parks, forests, recreation areas and marinas.](#)
- 4. Wanderlust** – There's so much to explore in New Jersey! Stroll through a nearby city. Bike on a new trail. Or rediscover your own neighborhood. Summer is the perfect time to get lost in beautiful New Jersey. [For some inspiration, browse New Jersey's tourism website.](#)

Have a WorryFree summer
When you're ready to come in from the outdoors, make sure your appliances are ready and waiting for you. A cool home and clean summer clothes call for WorryFree cooling system, washer and dryer protection.

Save 10% with 3 or more plans!

WorryFree protection:
[Explore your options >](#)

Just another
WorryFree
Day


Explore the benefits of WorryFree®

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-  Convenient monthly payment, added right to your PSEG bill
-  Dependable and timely service from expert technicians

[View all our WorryFree plans >](#)




SL: 3 ways WorryFree coverage makes autumn great. PH: Extend your WorryFree appliance repair coverage for extra peace of mind all season long.

PSEG WorryFree



Don't miss all that autumn has to offer in NJ!

With WorryFree® appliance repair plans, you can relax knowing that PSEG's skilled technicians will take care of any appliance problems fast – so you can enjoy some fall fun WorryFree.

-  **Apple picking:** New Jersey farms are bursting with crisp, juicy apples – and waiting for you to pick your share! Don't let any of your haul go to waste. Add [WorryFree repair coverage for your refrigerator, stove and oven](#), so they'll be ready for your apple pies, crisps and muffins!
-  **Hayrides:** For many families, a trip to the farm isn't complete without a hayride. That bumpy, bouncy ride under the moonlight could be a bit brisk. Be sure you come back to a comfortable home with [WorryFree heating system repair coverage](#).
-  **Hikes:** What better way to take in all the colorful leaves? New Jersey has dozens of state parks and forests for you to explore. After all of your walking, running or climbing, your clothes might end up a little dirty. But with [WorryFree washing machine and dryer repair coverage](#), you'll be equipped to handle even the muddiest outfit.




Check out [VisitNJFarms.org](#) to search for farms and fun activities near you.

Extend your WorryFree coverage.
Save 10% with 3 or more plans!

WorryFree protection:
[Learn more or extend your coverage >](#)

Just another
WorryFree
Day

Explore the benefits of WorryFree®

-  No variable pricing for coverage based on the age of the appliance
-  Dependable and timely service from skilled technicians
-  Save 10% with three or more WorryFree plans

Save 10% with 3 or more WorryFree plans!
[Learn more or extend your coverage >](#)

And the winner is...



Illumination Award for Marketing Effectiveness

- The Marketing Effectiveness Award recognizes a utility who has demonstrated innovative strategies and results-based tactics to effectively achieve key business goals.



Marketing Effectiveness

Creative (Print)

Lettuce show you how LED
lights can save you thousands.



- \$15,000 in annual energy savings*
- Cash incentives from Duke Energy for installation
- Longer shelf life for produce, fish and meat
- Life span: 5-plus years
- Dimmable and controllable

*Based on average store size and electric rates.

Visit us at duke-energy.com/ecgrocer or email
ecbusiness@duke-energy.com to learn more.



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LED lights.

Other lights.



Save thousands in energy costs.
And more in reduced spoilage.



- \$15,000 in annual energy savings*
- Cash incentives from Duke Energy for installation
- Longer shelf life for produce, fish and meat
- Life span: 5-plus years
- Dimmable and controllable

*Based on average store size and electric rates.

Visit us at duke-energy.com/ecgrocer or email
ecbusiness@duke-energy.com to learn more.



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Creative (Digital)

Orange you ready
to start saving?

Switch to LED lighting today.

- \$15,000 in annual energy savings*
- Lengthen meat and produce shelf life
- Skip replacing your light bulbs for 5-plus years at a time

Plus, **get cash incentives** from Duke Energy.

[Learn more](#)



*Based on average store size and electric rates.



Orange you ready to start saving?



And the winner is...



Illumination Award for Customer Responsiveness





The Customer Responsiveness award recognizes a utility that has made it a priority to identify and respond to changing customer needs.




Customer Responsiveness

Email Campaign

Paperless Billing makes storing your bills easier. [View as Web Page](#)




   

Say goodbye to your filing cabinet.







With PSE&G's free Paperless Billing, you can access, review and – if you want to – print your bill all from your computer. We'll keep your bills safe and sound online in *My Account*. Digging through the filing cabinet is a thing of the past.

Benefits of Paperless Billing:


-  A monthly email showing your bill amount and due date with a link to view your detailed bill. You can also receive additional reminders via text and email by signing up for our free *MyAlerts* service.
-  Online access to two years of your bills through *My Account*.
-  Pay your bill the way you choose: online through your bank or PSE&G, by credit card or by phone.

[Learn more or enroll today »](#)

SL: Access your bills anywhere PR: Paperless Billing gives you easy online access to your bills!




At the coffee shop, in the checkout line, even on the train...



Paperless Billing gives you access to your PSE&G bill anytime, anywhere! With Paperless Billing, you'll receive a monthly email with your bill amount and due date. Plus, you can view and print current and past bills online, too. Go Paperless now and enjoy convenience at your fingertips!

[Enroll now »](#)


Benefits of Paperless Billing:




-  A monthly email showing your bill amount and due date with a link to view your detailed bill. You can also receive additional reminders via text and email by signing up for our free *MyAlerts* service.
-  Secure online access to view or print current and past bills through *My Account*.
-  Pay your bill the way you choose: online through your bank or PSE&G, by credit card or by phone.

[Enroll now »](#)

Email Campaign

SL: Your chance to win \$1,000 is here! PH: Switch to Paperless Billing & you could win \$1,000!



PSE&G   




Swap Your Stacks
• SWEEPSTAKES •

SIGN UP FOR PAPERLESS BILLING **AND YOU COULD WIN \$1,000!**

Just for making the switch to [Paperless Billing](#), you could be one of 10 lucky people to win \$1,000 with the Swap Your Stacks Sweepstakes! Ditch your stack of paper clutter for a stack of crisp cash!


Go Paperless to be entered into the sweepstakes* [Sign up in seconds »](#)




Benefits of Paperless Billing:

-  A monthly email showing your bill amount and due date with a link to view your detailed bill. You can also receive additional reminders via text and email by signing up for our free *MyAlerts* service.
-  Secure online access to view or print current and past bills through *My Account*.
-  Pay your bill the way you choose: online through your bank or PSE&G, by credit card or by phone.

[Enroll now »](#)

Switch to Paperless Billing & you could win \$1,000! [View as Web Page](#)



PSE&G   




Swap Your Stacks
• SWEEPSTAKES •

SIGN UP FOR PAPERLESS BILLING **AND YOU COULD WIN \$1,000!**

A little extra green goes a long way during the holidays.
There's no better time to sign up for Paperless Billing. You could be one of 10 lucky people to win \$1,000 with the Swap Your Stacks Sweepstakes! Ditch your stack of old paper bills for a stack of crisp cash.

Go Paperless to be entered into the sweepstakes* [Sign up quickly »](#)
(no login required)

Benefits of Paperless Billing:

-  A monthly email showing your bill amount and due date with a link to view your detailed bill. You can also receive additional reminders via text and email by signing up for our free *MyAlerts* service.
-  Secure online access to view or print current and past bills through *My Account*.
-  Pay your bill the way you choose: online through your bank or PSE&G, by credit card or by phone.

[Enroll now »](#) **It's never been easier!**

And the winner is...





QUESTLINE

We Make Energy Engaging



Congratulations to our
winners!