



QUESTLINE

IT STARTS WITH A SIMPLE "HELLO."

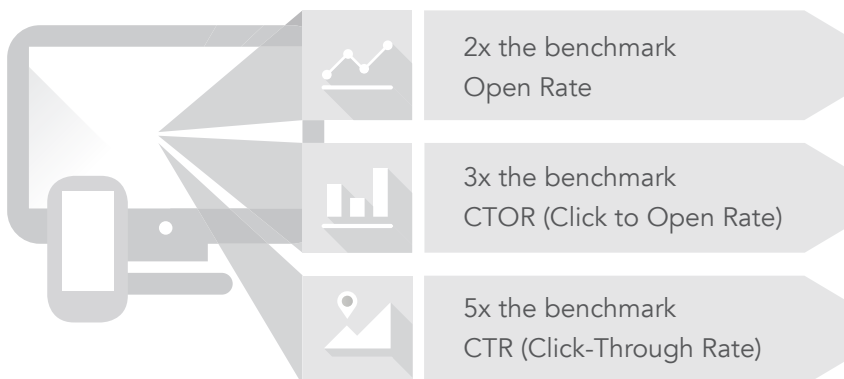
WELCOME SERIES, LONG-TERM SATISFACTION BEGINS HERE.

A smart way to successfully develop a trusted relationship with your customers is to start when the connection begins. Energy utility companies that welcome new and relocating customers with effective customer onboarding programs know a well-executed Welcome Series can increase overall customer satisfaction and positively impact J.D. Power ratings. Questline's Welcome Series is a best-practice digital solution created to help you simply and automatically establish meaningful customer relationships early on when it's most effective.

WELCOMED RESULTS:

It's all in the numbers. In our *2018 Energy Utility Email Benchmarks Report*, we found Welcome Series to be our highest performer, as compared with other types of emails:

In fact, metrics show Welcome Series graduates are more likely to engage in subsequent email communications.



are more likely to click a future program promotion email.*



YOUR WELCOME SERIES PACKAGE:



With pre-scheduled, triggered email onboarding and no-hassle implementation, Questline's Welcome Series makes it easy to engage new and relocating customers, measure engagement and optimize messaging to produce the best results. Questline's **Digital Onboarding Program** is fully automated and simple to implement, thanks to starter program templates with pre-built workflows and mobile-tested, responsive designs.



An **experienced implementation team** helps you launch quickly, using email template best practices that can be branded with your utility's logo, colors and program/service content. If you'd prefer a more customized approach, our in-house Creative team can provide a fully custom-designed solution.



Customer engagement reports provide easy-to-understand behavioral data, so you can measure success and optimize future campaigns.

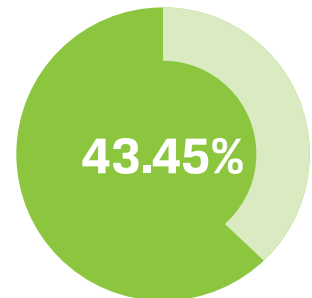


Automated, consistent **email touchpoints** are carefully timed during a customer's first 30 to 60 days, the period when they are most receptive to communications.



A **fully automated campaign** that is maintenance-free and requires no design, programming or marketing knowledge, giving your team the freedom to focus on core business goals.

In 2018, our Welcome Series experienced a 43.45% Open Rate, the second highest in the product's history.*



Questline is the innovative digital communications agency dedicated solely to the energy utility industry. We are strategists, creators and problem-solvers for over 480 energy utilities across all 50 states.

Our mission is to provide unparalleled customer experience through communications that engage, educate and inspire action.

DO YOU QUESTLINE?



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* Questline 2018 Energy Utility Email Benchmarks Report