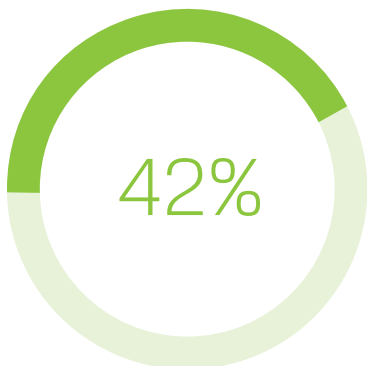




QUESTLINE

# LEAD THE CHARGE



of consumers said  
the involvement or  
endorsement of their  
utility would influence  
their adoption of new  
technologies like EVs.

## PATHFINDER: ELECTRIC VEHICLES, YOUR ROADMAP FOR ENGAGING CUSTOMERS

As electric vehicle demand continues to grow, energy utilities benefit from serving as a trusted resource and EV adoption influencer. Customers have many questions and concerns about electric vehicles, and your energy utility has an opportunity to guide them. Questline's Pathfinder: Electric Vehicles solution empowers energy utilities to meet their program goals and help business and residential customers reach their EV destination.

## SUCCESS STARTS WITH SEGMENTATION

**Our Pathfinder: Electric Vehicles solution helps your energy utility reach key EV customer segments to maximize the impact of your communications:**

- **Landing page** will feature "Is an Electric Vehicle Right for You?" quiz, which segments your customers based on their unique responses.
- **Email campaign** with targeted, relevant information aligned with each EV customer segment.
- **Omni-channel promotional campaign**, including social media posts, website banner ads and bill inserts.

## EVs BY THE NUMBERS

- There are more than 1 million EVs on the road today.\*
- EVs are expected to reach cost parity with gasoline-powered vehicles by 2025.\*\*
- By 2022, EVs will have an average driving range of 275 miles.\*\*\*



## DRIVING EV PROGRAMS FORWARD

**Every energy utility customer has unique reasons for going electric. To drive adoption and participation in EV programs, it's essential to understand why your customers are interested in EVs, along with their questions and concerns.**

Based on segmentation from the Smart Energy Consumer Collaborative, Questline has developed a comprehensive roadmap for energy utilities to reach the right customers with the right message:

Customer segments	Perspectives	Key demographics
Green Champions	"EVs fit our eco-friendly lifestyle."	Youngest, more likely to be college-educated
Savings Seekers	"How can an EV save us money?"	Young, more likely to be college-educated
Technology Cautious	"We want to use energy wisely, but are apprehensive about new technologies."	More likely homeowners and older in age
Movers & Shakers	"Smart energy technologies impress us."	More likely middle-aged with higher income
Business Navigators	"We are looking for how EV can help our business."	Municipal, small and large businesses with fleet vehicles or charging needs.

## CHARGE UP YOUR EV STRATEGY

Be the trusted resource your customers need and drive participation in EV programs and rebates. To get started, contact Questline to learn how Pathfinder: Electric Vehicles can engage and empower customers.

Questline is a team of strategists, creators and problem-solvers for over 480 energy utilities across all 50 states. We provide content-rich communication and marketing solutions in the form of videos, articles, infographics, social posts, interactive and creative campaigns. Our approach is based on driving customer engagement, growing customer satisfaction, and delivering measurable program results for our utility partners with content that engages, educates and inspires action.

\* U.S. Department of Energy

\*\* Smart Energy Consumer Collaborative, Electric Vehicles: How Much Do You Know?

\*\*\* <https://cleantechnica.com>

## WE MAKE ENERGY ENGAGING

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