



QUESTLINE

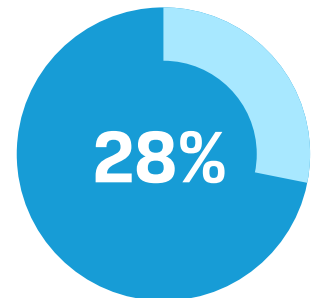
# TURNING CUSTOMER CONVENIENCE INTO CUSTOMER CONVERSIONS

## PAPERLESS BILLING, EMPOWERING CONVENIENCE THAT COUNTS.

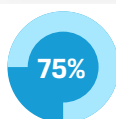
When customers go paperless, your costs go down and your digital interactions with them go up. Plus, you're a step closer to meeting your conversion and customer satisfaction goals. And that's where we come in. Questline's proven Paperless Billing Series provides the marketing communications you need to reach your customers where they are, increase their engagement and boost enrollments in your program.

### YOUR PAPERLESS BILLING PACKAGE:

- **4 mobile-responsive emails** featuring engaging imagery and copy that concisely explains the benefits of your program – Choose from one of our campaigns or we'll concept and create a series that's all yours.
- **Built-in flexibility**, allowing you to easily brand and customize the series.
- **No-hassle implementation** with Questline's experienced, highly responsive team.
- **Seamless deployment** through our Engage platform.
- **Daily analytics** generated through Engage and reported and explained Monday-Friday.
- **Package add-ons**, such as incentives and bill inserts, to create a robust omnichannel campaign.



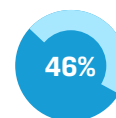
**Higher CTOR** over Questline 2016 paperless email benchmark CTOR is achieved when incentives are offered.



Say paperless billing helps them **manage their finances**.\*



Say **convenience** is the main reason they enrolled in paperless billing.\*



Of paperless billing customers say the services increased their **satisfaction with their biller**.\*

## PAPERLESS PLUS

Take customer engagement to the next level with series add-ons customized for your unique needs:



### Incentives

Drive conversions with small-but-meaningful incentives, such as eGift cards, free LED light bulbs, tickets to a local event and more. Let us take care of all the messaging.



### EasyEnroll

Make enrollments as simple as possible with our proven two-step process. From their promotional email, customers click through to a campaign-branded landing page that's prepopulated with their account information. All they have to do is verify it's correct and click one more time to enroll in paperless billing. We'll handle the email lists and reporting.



### Social Media

Reach customers in their favorite places with custom social posts designed to increase awareness and enrollments.



### Bill Inserts and Direct Mail

Connect with customers (especially those with less online activity) through compelling print communications.

**Questline** is the only content and communications company dedicated to the daily pursuit of understanding and reaching energy utility customers. Serving more than 450 energy utility clients in all 50 states, we deliver content that engages, educates and entertains.

# DO YOU QUESTLINE?



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\*Billing Household Survey, Fiserv, Inc., 2014