



QUESTLINE

# IT STARTS WITH A SIMPLE "HELLO"

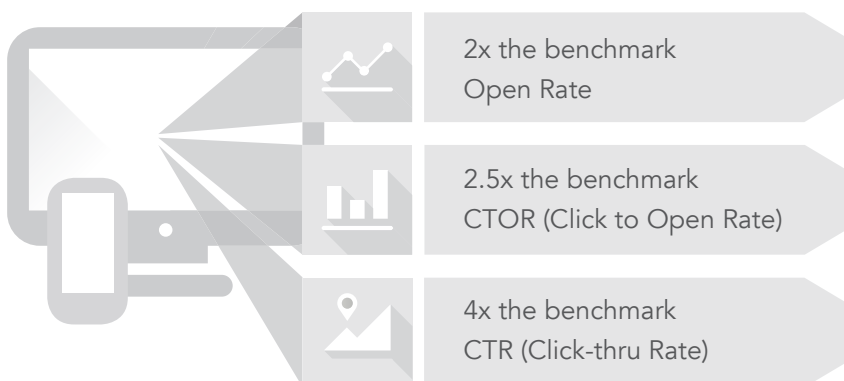
## WELCOME SERIES, LONG-TERM SATISFACTION BEGINS HERE.

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 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 2017 Energy Utility Email Benchmark Report, we found Welcome Series performance, as compared with other types of emails, was notably higher:

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 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 that are easily customizable.



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.



**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 60 to 90 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.

**Questline** the leading content and communications company dedicated to the daily pursuit of engaging 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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