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 INCLUDES:

- **Mobile-responsive emails** featuring engaging imagery and copy that concisely explains the benefits of your program. Choose from our email templates 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.
- **Post-send analytics** are captured daily and generated as a report from our Engage platform 7 days after each send.
- **Package extensions**, such as incentives and bill inserts, to create a robust omni-channel campaign.

Paperless subscribers customer engagement:

PAPERLESS SUBSCRIBERS	OPEN RATE	CTR
BEFORE PAPERLESS CONVERSION	24.83%	1.15%
AFTER PAPERLESS CONVERSION	32.57%	1.48%

According to our 2018 Benchmarks Report, Paperless subscribers are more engaged and less likely to unsubscribe.



42% of smartphone owners surveyed report **having paid a monthly bill through their smartphone.***

73% of households surveyed are interested in **receiving reminders when a bill is due.****

69% of consumers surveyed say a wide variety of ways to **receive and pay bills would lead to greater satisfaction.****

PAPERLESS PLUS

Take customer engagement to the next level with series extensions 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. Utilities have achieved CTORs that are up to 29% higher when incentives are offered as part of the promotion. Let us take care of all the messaging.

Easy Enroll
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 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 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?

sales@questline.com
800.242.3654

* Consumer Billing Household Survey, Fiserv, Inc., 2016
**Consumer Billing Preference Survey, Fiserv, Inc., 2017