



QUESTLINE

BE PREPARED WITH

# OUTAGE COMMUNICATIONS

## OUTAGE COMMUNICATIONS, ROLL OUT VITAL INFORMATION.

Your communications can help customers stay informed before, during and after severe weather. Questline's Outage Communications solutions streamline the communication process — getting essential, time-sensitive messages to customers when they need it. Not only will you encourage safety and engagement, but you'll also increase enrollment in your outage and storm-related programs, such as outage text and email alerts. **In 2018, Outage email sends increased by more than 230% from the previous year.\*\***

### YOUR OUTAGE COMMUNICATIONS PACKAGE:

#### Storm Prep Series: Proactive communication when it counts

Our Storm Prep Series gives your customers easy access to online resources and seasonal safety tips before storms arrive.

- **A series of mobile-responsive, season-specific emails**, with one set offering warm-weather storm content and the other tailored to winter weather events. Both sets are easily customizable for your brand and designed to prominently promote key services, such as outage alerts and maps, and offer timely safety information.

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#### Storm Event Series: Outage and restoration alerts ASAP

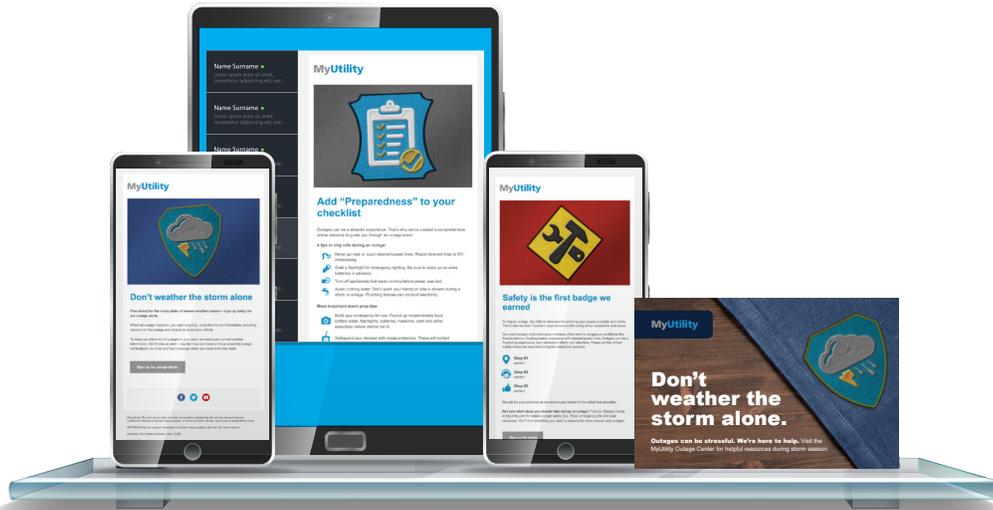
Quickly sharing pertinent information during outages can improve customer safety, as well as engender trust and positive perception of your power restoration efforts.

- **A series of mobile-responsive emails** that guide customers through the outage and restoration process. Emails inform customers when: (1) storms are imminent, (2) outages affect their area, (3) power restoration efforts are underway and (4) power has been restored in their area. Using timely, relevant content, emails can quickly be edited to provide location-specific outage updates.

#### Both series offer:

- **Seamless implementation, deployment and analytics generation** through our Engage platform.
- **After-hours storm event services**, available 8 a.m. to 12 a.m. EST, to ensure immediate communication with customers, whenever storms strike and outages occur.
- **Package extensions** (like social media content) to reach customers where they are.

Storm Prep and Storm Event Series may be purchased together or separately. **Analytics and reporting are included with the purchase of each series.**



Highest email open rates of all major Questline email categories are achieved by outage communications, second only to Welcome Series emails. This shows that storm- and service-related messages **matter to customers**.



of utility customers prefer **proactive communications** during an outage,\* making our Storm Prep Series a smart, strategic choice.



of residential customers are engaging with outage communication emails **on a mobile device**, making a mobile-responsive design essential to success. Nearly 49% of small business customers read their outage messages on mobile devices.\*\*

## POWER OUTAGE EXTRAS

Create a comprehensive, multi-touchpoint outage communication campaign with these customizable series extensions:



### Social Media

Assets that enable you to share seasonal storm safety, outage text alert promotions and power restoration updates through the channels customers know and love best. Consistent communications help minimize call center volume while maximizing the distribution of information.



### Bill Inserts and Direct Mail

Ensure a wide reach with eye-catching, informative print communications.



### Printable checklists and infographics

Align your resources with tools designed to enhance your emails, social posts and standard print communications with engaging, useful content your customers can download or reference later.

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](mailto:sales@questline.com)

 800.242.3654

\*J.D. Power and Associates

\*\*Questline 2018 Annual Energy Utility Email Benchmarks Report