



QUESTLINE

IT STARTS WITH A SIMPLE "HELLO."

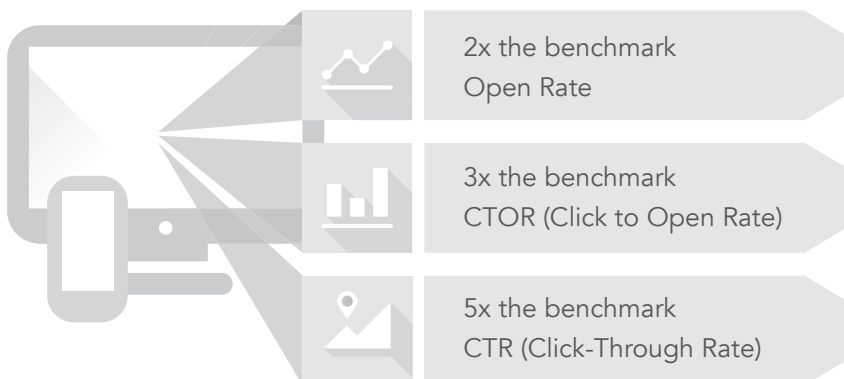
WELCOME SERIES, LONG-TERM SATISFACTION BEGINS HERE.

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 and relocating 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 *2018 Energy Utility Email Benchmarks Report*, we found Welcome Series to be our highest performer, as compared with other types of emails:

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 and relocating 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.



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. If you'd prefer a more customized approach, our in-house Creative team can provide a fully custom-designed solution.



Customer engagement reports provide easy-to-understand behavioral data, so you can measure success and optimize future campaigns.

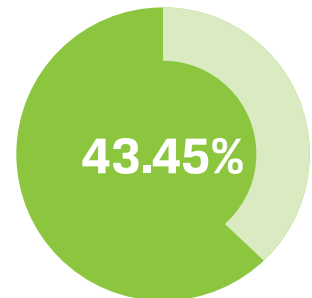


Automated, consistent **email touchpoints** are carefully timed during a customer's first 30 to 60 days, the period when they are most receptive to communications.



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.

In 2018, our Welcome Series experienced a 43.45% Open Rate, the second highest in the product's history.*



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.

* Questline 2018 Energy Utility Email Benchmarks Report

WE MAKE ENERGY ENGAGING



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