

HIGH BILL SERIES, LOWER COSTS AND INCREASED SATISFACTION.

We've all seen the J.D. Power reports – customers want control, convenience and proactive communications from their energy utility. Questline's High Bill Series is designed to deliver just that. By reaching out to customers at the start of summer and winter, when energy use can rise and bills can spike, you're giving them the power to take greater control over their energy use through your services, rebates and tips. Our High Bill Series will help you increase program awareness and participation while strengthening customer satisfaction.

YOUR HIGH BILL SERIES PACKAGE INCLUDES:

- **3 mobile-responsive, season-specific emails** highlighting savings tools and resources that help your customers lower their bills and increase home comfort.
- **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 bill inserts, social media posts and postcards, to create a robust omni-channel campaign.





88% of households surveyed say saving money on electric bills is their primary motivator for improving energy efficiency.*

79% of residential customers surveyed said they took steps to reduce their electric bill over the past year.**

$129 is the average residential electric bill (the lowest in 10 years). Help customers lower bills even more to boost your J.D. Power score.***

TAKE YOUR HIGH BILL SERIES TO NEW HEIGHTS

Reach more customers and inspire greater engagement and satisfaction with series extensions customized for you:

Incentives
Encourage the use of key energy-saving tools, like an online home energy evaluator, with small-but-meaningful incentives, such as eGift cards or free LED energy-saving products. Let us take care of all the messaging.

Landing Pages
Create a cohesive experience for customers with a click-through to a landing page branded to match your campaign, facilitating engagement through added program and rebate information, savings tips and interactive campaign elements.

Social Media
Reach customers in their favorite places with social posts designed to increase awareness and participation.

Bill Inserts and Direct Mail
Connect with customers (especially those with less online activity) through compelling print communications.

Enhanced Email Content
Elevate your emails with infographics, video and more.

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.

* Neilson, 2015
** Deloitte, 2017
*** J.D. Power, 2016

DO YOU QUESTLINE?

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