

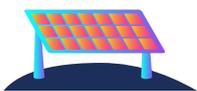


Shed light on the

SOLAR JOURNEY

PATHFINDER: SOLAR IQ THE SOLAR RESOURCE YOUR CUSTOMERS NEED

Your customers are adding solar, but making the change comes with a lot of questions. Unfortunately, there isn't a lot of information out there, beyond what solar vendors offer. Questline and Distributed Energy Financial Group, LLC (DEFG) have partnered to create an innovative package of solar research and educational content for energy utilities and their customers. As a trusted resource, you can help customers understand what to expect along their solar power journey.



Lead your customers to successful solar outcomes and improve customer satisfaction scores with Pathfinder: Solar IQ.

SPOTLIGHT ON SOLAR

- Since 2008, U.S. solar installations have **increased 25-fold** from 1.2 gigawatts to 30 gigawatts.*
- Solar power has experienced an average annual **growth rate of 54 percent** over the past decade.**
- For U.S. consumers, the primary motivators for going solar are **saving energy** and reducing environmental impact.***
- The top barriers for U.S. consumers considering solar include financial reasons, confusion about various solar offers and **a lack of trusted, credible information**.***
- According to a recent survey, **75 percent of U.S. consumers** wish they had more solar power information before adding solar.***

SIX PHASES OF THE SOLAR CUSTOMER JOURNEY



AWARENESS



DISCOVERY



CONTRACTING



INSTALLATION



BILLING



MAINTENANCE

YOUR SOLAR SOLUTION

Our industry-leading research can help with internal utility education, while consumer-friendly content assets are designed to share across communication platforms. Learn more about this complete set of solar resources:

Research

Our research option features four distinct tracks:

- Customer Insights
- Trend Analysis and Market Developments
- Case Studies and Best Practices
- Regulatory and Risk Assessment

Videos

Jeff Wilson, an HGTV and DIY Network television personality and home improvement expert, shares relatable expert advice in this engaging video series.

Articles

In-depth solar information is written in article format to allow for easy sharing.

Infographics

Eye-catching infographics are used to clearly explain technical details and complicated processes.

Checklists

Content that inspires action, like our checklists, helps to guide customers' decision-making process.

Interactive Elements

Useful calculators allow customers to understand the financial impact of a solar investment and set realistic expectations.

PATHFINDER: SOLAR IQ PACKAGES

Is your energy utility ready to serve as a solar resource? Through an annual subscription, you can choose from the following Pathfinder: Solar IQ packages:

- **Research and content:** Our premier package provides access to both our research and content resources.
- **Research only:** Industry-leading research is available in four distinct tracks.
- **Content only:** Sharable content assets are designed to help customers make smart, informed decisions throughout their solar power journey.

Questline offers a deployment option with our robust, user-friendly Engage platform.

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.

* U.S. Department of Energy
** Solar Energy Industries Association
*** DEFG Solar Vision 2020 Research



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