



QUESTLINE

We Make Energy Engaging



Welcome Series & Automated Marketing Panel Discussion

SUSAN KOWNACKI & KATHLEEN MALONE

What is Automated Marketing?

Automated emails deliver information seamlessly to your customers exactly when they need it, in a way that's extremely efficient for you and your team. It's a win-win.

- Welcome Series
- Re-engagement
- Augmented Transactional
- Reminders
- Customer Service Follow-ups

Welcome Series

You hear it all the time. You never get a second chance to make a first impression.

An Email Welcome Series is one of the most effective ways to open lines of communication and promote good customer service. The moment a customer establishes service, they are the most engaged and open to communication as they are likely to ever be.

Automated welcome campaigns help to educate customers about online account access, energy-efficiency programs, payment options and more, engaging customers at the perfect time.



Welcome Series Panel

- **AEP Ohio**

- Greg Earl, Senior Manager, AEP Ohio Customer Services
- Dave Tabata, Consumer Programs and Marketing Manager

- **Entergy**

- Jill Bryan, Questline Account Director

- **MidAmerican Energy**

- Alisa Reber, Questline Sr. Account Manager

Welcome Series Key Metrics

- Open Rate: 40.98% ... *2X the overall benchmark!*
- Click-to-Open-Rate (CTOR): 15.58%...
3X the overall benchmark!
- Delivery Rate: 96.46%

The Welcome Series that keeps on giving

- Welcome Series Impact on Program Promotion

PROGRAM PROMOTION	Welcome Series Graduates*	Overall
Open Rate:	29.31%	21.28%
CTOR:	8.35%	7.17%

Welcome Series Graduates are 38% more likely to open a Program Promotion email and 16.5% more likely to click once they do!

**Graduates = customers who have completed a Welcome Series and opened at least one communication.*

The Welcome Series that keeps on giving

- Welcome Series Impact on Newsletters

NEWSLETTERS	Welcome Series Graduates*	Overall
Open Rate:	25.77%	21.57%
CTOR:	16.71%	10.56%

Welcome Series Graduates are 19.5% more likely to open a Newsletter and 58% more likely to click once they do!

**Graduates = customers who have completed a Welcome Series and opened at least one communication.*



QUESTLINE

We Make Energy Engaging



Welcome Series



QUESTLINE

We Make Energy Engaging



Additional Automated Marketing Campaigns

Avista Energy: Furnace Filter Campaign

Sign-up page



You are on your way to having better operation of your furnace as well as the benefit of reduced energy use and cleaner indoor air quality; when you change your furnace filter it can even **save you unnecessary expenses** by not restricting air flow in your furnace.

Sign up today to get a friendly reminder every three months from Avista to change your furnace filters.

First Name Last Name
Required Required

Street Address
Required

City State Zip
Required Required Required

Email Address
Required

[Submit >](#)

© 2015 AVISTA CORPORATION. ALL RIGHTS RESERVED

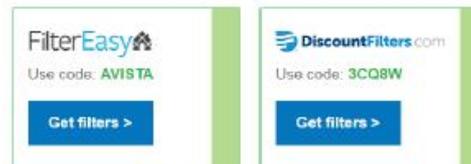
Welcome email



Dear [*Subscriber.firstname],

We're glad you signed up, and we think you will be, too!

Get started today by ordering your discounted furnace filters through these online providers or through your favorite provider.



Three months from today you will receive an email along with a coupon/promo code reminding you to change out your furnace filter.

Thank you for your participation.

Avista

Avista Utilities
1411 E. Mission Ave. Spokane, WA
99202

Reminder email



Dear [*Subscriber.firstname],

It's time to change your filter! You're on your way to cleaner air.

Choose your favorite online provider or use one of these online providers who are offering Avista customers a discount.



Regularly changing out your furnace filter can do the following:

- Prevent dust and dirt building up in your system
- Improve furnace efficiency and life expectancy
- Keep maintenance costs down
- Provides cleaner indoor air quality

And, inefficient furnaces cost more in energy bills.

Thank you for your participation.

Avista

Avista Utilities
1411 E. Mission Ave. Spokane, WA
99202
[Unsubscribe](#)

CPS Energy: Energy Portal Email Campaign

New
MY ENERGY PORTAL

now available for CPS Energy customers!

Never before have CPS Energy customers been able to see detailed information about the energy they buy... until now! Introducing the all NEW My Energy portal for your home or small business. The My Energy portal combined with the recently installed smart meter helps energy conscious customers, like yourself, make informed decisions on how to better manage your energy use and dollars.



For the first time ever...

- Have insight into the energy you buy
- Compare your energy use to neighbors with similar homes
- Create energy efficiency goals
- Sign up to receive an alert if your energy usage is trending higher than normal

Log on to Manage My Account and click on the new My Energy tab and start budgeting and saving like never before! [More details](#)

At CPS Energy we always protect the privacy of your personal data. My Energy is a secure portal.

cpsenergy.com



STAY CONNECTED:   

< Email sent weekly to customers who recently received a smart meter.

Energy Savings Roadshow email > sent to promote energy workshops hosted by CPS

Come out and learn about energy saving programs, smart grid and more! [View as Web Page](#)



THURSDAY, MAY 12 • MIRELES ELEMENTARY
12260 ROCKWALL MILL
5:30PM-7:30PM

EVERYONE WILL HAVE A CHANCE TO WIN:
FREE HOME ENERGY PERFORMANCE TESTS
FREE AIR CONDITIONER CHECK-UP

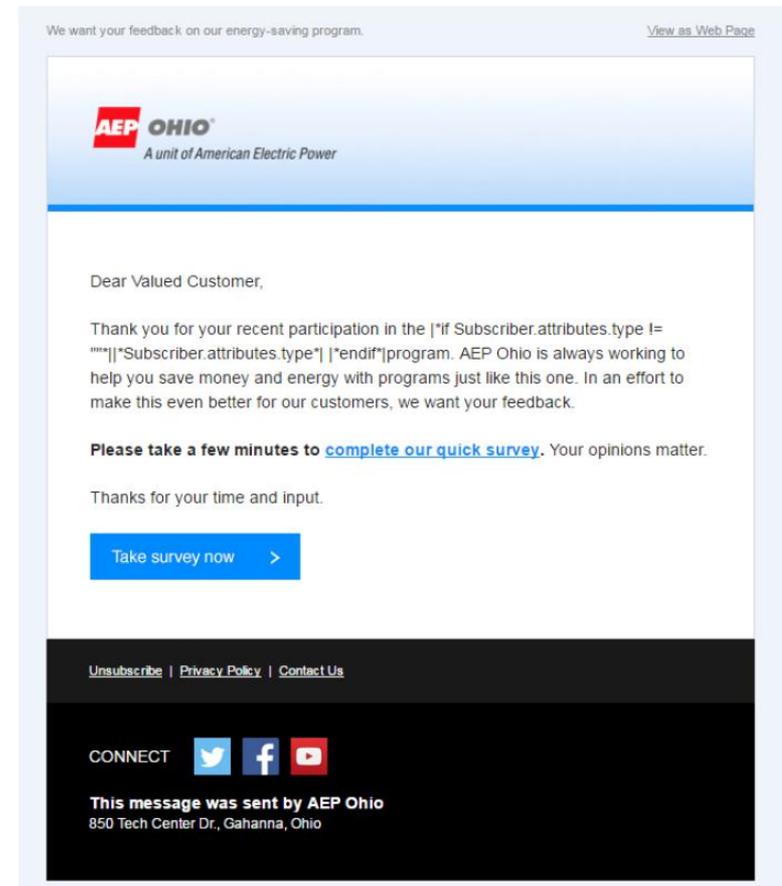
<p>SMART GRID INITIATIVE Benefits: View your energy use, automatic outage reporting, quicker response for power restoration, increased customer privacy.</p>	<p>POWER QUALITY Flickering lights, higher than normal electric bills, find out how CPS Energy can help.</p>
<p>REBATE PRO GRAMS Check out rebates for energy efficiency for your home or business.</p>	<p>PUBLIC SAFETY AND EDUCATION Learn how to be safe around electricity and natural gas.</p>
<p>CUSTOMER SERVICE Representative will be available to answer billing questions.</p>	<p>CASA VERDE You can get up to \$5,000 of free energy saving improvements for your home. See if you qualify at cpsenergy.com/casaverde. Bring: valid photo ID, proof of income for everyone over 18 and most recent CPS Energy bill.</p>
<p>SOLAR PROGRAMS Information about our new, affordable solar programs coming later this year: "Roofless" Community Solar and a second option to receive fee credits for letting us use your roofspace!</p>	<p>MY THERMOSTAT REWARDS Information on participating and earning an incentive from our energy saving programs.</p>

PRIZES COURTESY OF:  & 

[CLICK HERE FOR MORE INFO](#)

AEP Ohio: Customer Survey Emails

- Email sent to customers who recently applied for a rebate.
- Attributes pull in rebate information and ensure the correct survey is used.

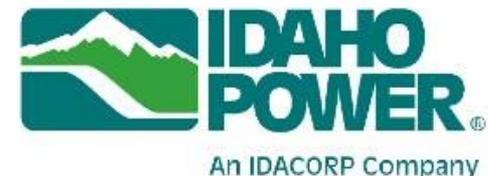


Idaho Power: Billing Reminders

Idaho Power has 49,000 customers who have signed-up through a third party provider (or their bank) to receive a “paperless” bill.

In 2015, Idaho Power decided to move the paperless billing offering in-house. They had the capabilities to handle all aspects except sending billing reminders. Idaho Power turned to Questline to help with the billing reminders as well as the Welcome email upon signing up and the Goodbye email if people choose to opt-out.

- Questline will report any “bounce back” emails to Idaho Power.
- Customers will receive a branded email with some basic bill information, and other company messaging. The email would appear coming from Idaho Power.
- Idaho Power will have access to the secure Engage REST API to add customers, trigger notification emails, and query event data such as sends, bounces, opens, and clicks.
- Idaho Power will be aggressive in promoting paperless, with a goal of enrolling 100,000 customers over the 2 – 3 years.





QUESTLINE

We Make Energy Engaging



Additional Questions?



QUESTLINE

We Make Energy Engaging



Thank you to our
Panel Members and
our Audience