

Questline's small and mid-size Business Packages are a comprehensive, cost-effective way to relay energy efficiency, energy conservation, and utility-specific communications to these hard-to-reach business accounts.



Content Sets Questline Apart

Questline's Business Packages include the production and delivery of a monthly eNewsletter with content and resources that are relevant to the needs of your small- and mid-size business customers.

Customization is the standard. With each communication, you can replace the suggested content with articles from Questline's vast library or with your own content. You can also customize the content of a Questline article to match your utility's messaging. Each communication is designed to match your utility's brand, providing a seamless presence to your customers. Questline also provides advice on email delivery best practices for communicating with business customers.

We know there are times when you need to send your customers critical information quickly, that is why our Packages include Email Alerts. Our alerts enable you to send your customers time-sensitive information such as regulatory updates, storm/emergency communications, or product/event information promptly.



Content Doesn't Stop With Our Communications

Questline offers a robust set of calculators and tools, and an eLibrary—all accessible from the eNewsletter. Our calculators include a Facility Assessment Wizard, Advanced Lighting Calculator, Energy-Segmented Benchmark Data, and many more. The vast eLibrary serves as a reference tool for energy-related topics. Our Ask an Expert service provides your

customer-facing employees and business clients with unlimited, one-on-one access to knowledgeable experts who will answer their questions on a variety of energy, technical, and business-related topics.



Know You Are Hitting Your Target

Questline's communications, tools, and eLibrary provide your customer-facing employees and business customers with a wealth of information, but the service is only effective if you are able to ensure you are reaching the right people.

Questline lets you access, manage, and edit your list of customers who are receiving communications and report on each customer's use of the service in real time. Questline offers numerous tracking reports including what topics are being accessed the most as well as delivery and open rates.

Questline provides thorough training on the best ways to leverage the Business Packages from communications to reporting.

Additionally, Questline provides online skillset training for your Program Managers, Call Center representatives, and other customer-facing employees. Questline prepares and delivers its Skillset Webinar series on a variety of topics including Motors/VFDs, HVAC, Energy Financing, Lighting, and much more. You can also access all of our archived Skillset Webinars for playback at your convenience.

Contact Questline to find out more about how we can be your utility's communications partner.

Packages

	Basic	Plus	Premium
eNewsletter Content (5 articles/issue; 12 issues/year)	●	●	●
Alternate Articles for eNewsletters	●	●	●
eNewsletter Editorial Calendar	●	●	●
eNewsletter Content Customization	●	●	●
Unscheduled, On-Demand Email Alerts	2/year	2/year	4/year
Template Options: eNewsletters and Alerts	●	●	●
Fully Integrated Client Branding	●	●	●
Administrative Dashboard	●	●	●
Real-Time Tracking and Reporting	●	●	●
Customer List Management	●	●	●
Client-Branded Questline Promotional Materials	●	●	●
Client Training (Annual and On-Demand)	●	●	●
Email Best Practice Delivery Management	●	●	●
Energy eLibrary*		●	●
Commercial/Industrial Calculators*		●	●
Industry-Segmented Recommendations and Whitepapers*		●	●
Facility Assessment Audit Tool*		●	●
Energy Benchmark Tool by Commercial/Industrial Segment*		●	●
Client-Branded Energy Posters*		●	●
Skillset Webinar Training (Electric: Monthly and Gas: Bimonthly)			●
Client-Branded Social Sharing Content: 1 branded-feed/week**			●
Unlimited Use of eNewsletter Articles in other Channels			●
Ask an Expert Service*			●
Addition of Client-Specific Content to Energy eLibrary*			●

*These features are only accessible to customers from the eNewsletter. Purchase the Web Tools for customer access from your Utility's Web Site. **Social Sharing Content is only applicable for Electric/Combined Utilities.

Business Web Tools Package

The Business Web Tools Package can be purchased individually or with any Business Package. The Web Tools enable the utility's customers to access our calculators, tools, and eLibrary from the Utility's Web site.

- Energy eLibrary
- Commercial/Industrial Calculators
- Industry-Segmented Recommendations and Whitepapers
- Facility Assessment Audit Tool
- Energy Benchmark Tool by Commercial/Industrial Segments
- Client-Branded Energy Posters
- Ask an Expert Service
- Fully Integrated Client Branding
- Addition of Client-Specific Content to Energy eLibrary
- Promotional Resources for Call Centers
- Client Training (Annual and On-Demand)