

Questline's Managed Account Packages provide a comprehensive set of communication and content services for your utility. With our Packages, utility Account Managers can be more effective and efficient in communicating with, educating, and informing their Managed Account customers.



Content Sets Questline Apart

Questline's Managed Account Packages include the production and delivery of a monthly eNewsletter and a monthly postcard—each with content relevant to the needs of your customers.

Customization is the standard. With each communication, you can replace the suggested content with alternate 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 and is personalized from the Account Manager, including photo and contact information. Questline also provides advice on email delivery best practices for communicating with Managed Account 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 let you send your customers time-sensitive information such as regulatory updates, storm/emergency communications, or product/event information promptly.

With social media becoming increasingly popular, Questline provides utilities with a weekly social media feed that can be used with Twitter, Blogs, Facebook, LinkedIn, and other social media applications.



Content Doesn't Stop With Our Communications

Questline offers a robust set of calculators and tools, and an eLibrary—all accessible from the eNewsletter and Postcard. Calculators offered 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 Account Managers and Managed Account customers 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 Account Managers and Managed Account customers with a wealth of information, but the service is only effective if you are able to ensure that 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 training for each Account Manager on the best ways to leverage the Managed Account Packages from communications to reporting.

Additionally, Questline provides online skillset training for Account Managers and other employees. Questline prepares and delivers its Skillset Webinar series on topics that include Motors/VFDs, HVAC, Energy Financing, Lighting, and much more. You can also access 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.

MANAGED ACCOUNTS

Packages

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

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

Managed Accounts Web Tools Package

The Managed Accounts Web Tools Package can be purchased individually or with any Managed Accounts 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/Commercially-Segmented Energy Recommendations
- Facility Assessment Audit Tool
- Energy Benchmark Tool by Commercial/Industrial Segment
- Client-Branded Energy Posters
- Ask an Expert Service
- Fully Integrated Client Branding
- Addition of Client-Specific Content to eLibrary
- Client-Branded Questline Promotional Materials
- Client Training (Annual and On-Demand)