

Questline's Residential Packages provide utilities and their call center employees with a complete set of communication tools, content resources, and administrative assistance to successfully fulfill customer service and communication objectives.



Content Sets Questline Apart

Questline's Residential Packages include scheduled communications containing articles on energy-related best practices, practical how-to guidance, and updates on emerging energy-efficiency trends and technologies.

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 residential 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 or storm/emergency communications.

Questline also offers client-branded weekly social media feeds. Use these feeds on Twitter, Blogs, Facebook, LinkedIn, or any social media application.



Content Doesn't Stop With Our Communications

Our eLibrary provides customers with in-depth articles on home heating, cooling, insulation, weatherization, and much more. Customers can also

access Money-Saving Quick Tips to help lower their energy bills and shrink their carbon footprint.

Our Home Energy Analyzer Tool provides customers with detailed recommendations on how to better manage home energy use based on the input they provide. As an additional service, Questline can integrate each residential customer's energy-use data into the tool to provide even more effective recommendations. Questline also offers appliance, heating, and cooling calculators.



Know You Are Hitting Your Target

Questline's residential communications, tools, and eLibrary provide your call center employees and residential 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 on the best ways to leverage the Residential Packages from communications to reporting.

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

RESIDENTIAL

Packages

	Basic	Plus	Premium
eNewsletter (6 articles/issue; 4 issues/year)	●	●	●
Postcard (1+ article/issue; 8 issues/year)	●	●	●
Alternate Articles for eNewsletters/Postcards	●	●	●
eNewsletter/Postcard Content Customization	●	●	●
eNewsletter and Postcard Editorial Calendar	●	●	●
Unscheduled, On-Demand Email Alerts	2/year	2/year	4/year
Template Options: eNewsletters, Postcards, and Alerts	●	●	●
Fully Integrated Client Branding	●	●	●
Administrative Dashboard	●	●	●
Real-Time Tracking and Reporting	●	●	●
Integration with Client's Preference Center	●	●	●
Customer List Management	●	●	●
Client Training (Annual and On-Demand)	●	●	●
Energy eLibrary*		●	●
Money-Saving Quick Tips*		●	●
Home Energy Analyzer*		●	●
Calculators: Appliance, Heating, and Cooling*		●	●
Client-Branded Social Sharing Content: 1 branded-feed/week**			●
Unlimited Use of eNewsletter/Postcard Articles in Other Channels			●
Addition of Client-Specific Content to Energy eLibrary*			●

*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. **Social Sharing Content is only applicable for Electric/Combined Utilities.

Residential Web Tools Package

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

- Energy eLibrary
- Money-Saving Quick Tips
- Home Energy Analyzer
- Calculators: Appliance, Heating, and Cooling
- Fully Integrated Client Branding
- Administrative Dashboard
- Real-Time Tracking and Reporting
- Client Training (Annual and On-Demand)
- Promotional Resources for Call Centers