

Questline is a full-service ecommunications partner to the energy utility industry with over 450 energy utility clients.

### Questline Knows Energy Utilities

In fact, we work exclusively with them. Our comprehensive knowledge set is specific to utilities—providing our clients with content, turnkey communication channels, and utility best practice expertise. Our staff of engineers, researchers, writers, and librarians is dedicated to supporting utility personnel. We understand the unique regulatory and business needs of utilities; we are the *Experts in Utility Communications*.

*We have a track-record of improving customer satisfaction scores, communicating and educating customers with energy efficiency initiatives, and fulfilling other energy utility related objectives.*

Given our unique experience in the industry, we are able to provide cost-effective and proven customer service, energy conservation, revenue generation, and customer satisfaction resources, tools, and communications.

### Questline Offers Convenience and Control

Our well-trained Professional Services team is critical to the success of Questline. This team consists of energy engineers, email marketing and design specialists, technical/energy writers, and a large service-delivery staff. Each client-utility has a Client Manager (CM) assigned to their account. These CM's provide a high-level of customer

service and work closely with the utility to ensure that each communication, each Web-portal tool, and each customer interaction with one of our products is suited to the customer. The CM's knowledge of the Questline content and the needs of the client make them vital partners.

### Questline Is Technology Minded

Questline has an in-house team of highly skilled and solution-driven software engineers. These onsite, customer-focused software engineers develop and continually enhance our product and service offerings. Questline has the technology infrastructure as well as the real people support and knowledge set to provide our clients with one-of-a-kind solutions.

### Questline Creates Quality Content

Our energy-related intellectual property—in the form of 1,000+ eNewsletter articles, multiple energy calculators, weekly social media feeds, monthly Web seminars, 1,500+ eLibrary articles, Ask an Expert Q&As, industry-segmented benchmark data, energy analysis tools, and more—is created

*Questline is the only producer of customer-focused, proactive, energy-related content.*

in-house by professional teams of writers, energy engineers, and software developers. Our clients have unlimited use of this content for any/all marketing, communications, customer-service or utility-related applications. Clients can customize/rework all of this Intellectual Property with their

## WHY QUESTLINE?

own content, incentive information, program data, or marketing-spin, and more.

### **Questline Proactively Delivers Client-Branded Content on the Client's Behalf**

Questline is completely unique in providing not only relevant, timely and appropriate energy-related content—but also delivering the content on behalf of our clients to our client's customers. This approach is an A-to-Z solution that requires minimal on-going resources from the utility and it provides the utility-client with Questline's best-practice support and resources.

We know the importance of managing email addresses and following proper email regulations. Questline has been in the business of sending eNewsletters for over 10 years. We follow the most current CAN-SPAM guidelines to ensure that all emails are delivered properly. We also understand the importance of email delivery management.

### **Questline Values Its Clients**

We really do value our clients and want to know what is important to them. An integral component of the Questline Service is the annual Users Group Forum. This two-day event is an opportunity for our clients to meet and discuss industry trends, best practices, and utility challenges while also learning about Questline and what updates/improvements are forthcoming. This informative and lively gathering is always well-attended and highly anticipated.

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