



PAPERLESS BILLING

PSEG Long Island Increases Enrollment for Paperless Billing by 51,190 Customers

"My contact at Questline is a great sounding board for new ideas, helping me to develop creative options and impactful solutions that drive digital engagement. Year after year, the initiatives we partner on have received attention and delivered results."

Michelle Somers

Program Manager, PSEG Long Island



QUESTLINE

PSEG Long Island experienced **a strong incremental increase in paperless billing enrollments** and built a strong foundation for long-term customer engagement.

Challenge:

PSEG Long Island's goal was to enroll residential customers in paperless billing to reach conversion goals and reduce billing costs.

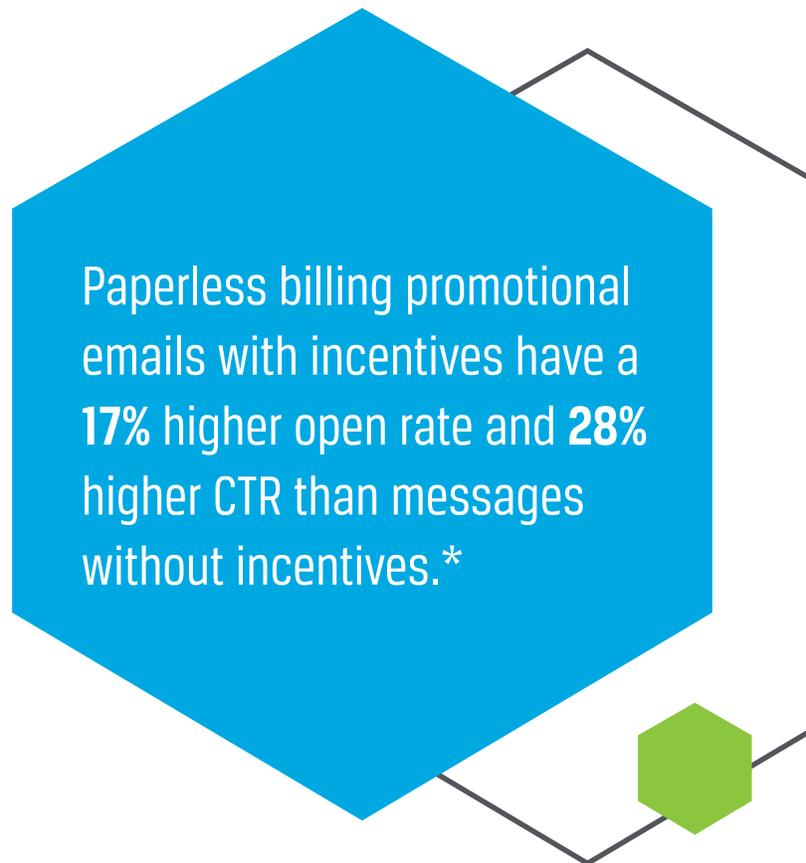
Solution:

Questline became a partner to help grow PSEG Long Island's paperless billing program. With Questline's recommendations, the energy utility took advantage of various incentives to encourage paperless conversions.

Questline and PSEG Long Island tested smaller incentives, such as gift cards and free LED lightbulbs, given to all customers who signed up. They also gave away large monetary prizes to only select customers, including \$1,000 and the chance to win tickets to a major league baseball game.

Results:

Through testing of numerous incentives, PSEG Long Island identified what worked best for their target audience and successfully increased paperless billing enrollment by 51,190 customers. The energy utility discovered that tangible, guaranteed incentives drove greater engagement.



Paperless billing promotional emails with incentives have a **17% higher open rate and 28% higher CTR** than messages without incentives.*



We make things work for you.

About PSEG Long Island

PSEG Long Island is an electric company dedicated to providing the people of Long Island and the Rockaways in Queens with exceptional customer service, best-in-class reliability and fast storm response. The utility has a strong level of involvement in the communities in which its employees live and work.

*Questline performance metrics

Connect with Us:

To learn more about how Questline can help your energy utility achieve program goals and greater customer engagement, email info@questline.com or visit questline.com.



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