



PAPERLESS BILLING

PSE&G's Paperless Billing Campaign Boosts Conversions with Easy One-Click Enrollment

"Paired with multichannel promotions, one-click helped PSE&G to surpass our goal for paperless billing enrollments. Our estimated returns from email promotion were exceeded."

Melissa Standing

Campaign Manager, PSE&G



QUESTLINE

Challenge:

PSE&G wanted to reinvigorate its paperless billing campaign to better engage with customers and achieve a conversion goal of 23.1%.

Solution:

Questline created a three-email campaign highlighting the benefit of bill access anytime and anywhere. With clever imagery and copy, this nontraditional campaign tested the use of tongue-in-cheek humor to draw in customers, while effectively communicating the “anytime, anywhere” convenience of paperless billing.

To make the sign-up process as easy as possible, Questline set up one-click enrollment. Customers who clicked on the call-to-action were automatically taken to a landing page to confirm their information in a prepopulated form and enroll in paperless billing.

Results:

PSE&G’s paperless billing campaign exceeded customer engagement goals. With an Open Rate above industry benchmarks at 19.48% and a strong CTOR of 5.61%, the campaign achieved positive results. The ease of one-click sign-up encouraged customers to make the switch, enrolling 21,945 participants.

PSE&G exceeded industry benchmark with **19.48% Open Rate** for paperless billing campaign.



About PSE&G

Public Service Electric and Gas Company (PSE&G) is New Jersey’s oldest and largest regulated gas and electric delivery utility, serving nearly three-quarters of the state’s population.

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