



WELCOME SERIES

Segmented Emails Help Avista Improve Customer Relationships

"Questline's Welcome Series has made it so easy for Avista to start our customer relationships on a positive note. I've appreciated that the Questline team comes to me with well-thought-out recommendations for improving our communications with customers. Their advice is based on experience and analytics with other utilities like ours, and I trust them immeasurably."

Sandra Hoye

Demand Side Management, Avista



QUESTLINE

Building customized communications for residential and business customers and new movers helps **grow engagement and ease transitions.**

Challenge:

Avista saw a need to expand their existing Welcome Series program to include unique touchpoints for residential and business customers and for those who moved within the energy utility's service territory. Understanding that a simple "hello" can make a powerful difference for customer satisfaction, Avista wanted to send targeted messaging that proved helpful and relevant to new and returning customers.

Solution:

Questline produced and deployed four Welcome Series for Avista. Campaigns were tailored to the energy utility's brand and each segmented audience. Each campaign included three to four emails with messaging that touched on reminders for outage alerts, billing options, contact information, mobile app downloads, energy saving tips and relevant marketplace products.

Results:

Avista consistently met its engagement goals and increased customer satisfaction with the addition of Questline's segmented Welcome Series. The energy utility built essential touchpoints along the customer journey, maintaining contact with movers and reinforcing timely, audience-specific needs.

Welcome Series achieves above-industry-average open rate of **61.1%** with new customers and **44.6%** with new movers.



About Avista

Avista Utilities serves 340,000 electric and 300,000 natural gas customers across Southern and Eastern Oregon, Eastern Washington and Northern Idaho.

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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