



AUTOMATED PROGRAMS

Avista Boosts Customer Engagement by 74% with Automated Furnace Filter Reminder Program

"The program is ongoing, and Avista continues to achieve its goals. This is a great personalized service...that automatically reminds participants to change their furnace filters. If customers take action on this positive reminder, it results in clean air, improvements to furnace efficiency and life expectancy, while allowing them to keep their maintenance costs down."

Mary Tyrie

Communications Manager, Avista Utilities



QUESTLINE

A simplified deployment process helps energy utility customers **receive timely, consistent emails.**

Challenge:

Avista Utilities sought to manage its contact lists and seamlessly enroll customers into its furnace filter reminder program.

Solution:

To make the process as easy as possible, Questline built an automated program campaign that simplified sending furnace filter reminder emails to Avista's residential customers. Questline developed a landing page on the energy utility's website where customers could sign up to receive a welcome email with program details. This email instantly enrolled customers to automatically receive furnace filter reminders every three months.

Results:

The automated program's simplicity resulted in impressive Open Rates and Click-Through Rates. Questline tracked all emails sent to subscribers before and after their initial touchpoints and found that overall Open Rates increased by 28.2% after engaging with the program. Engagement with various Avista communications also rose 74% among subscribers.

Customers who interacted with the furnace filter reminder program are now **74% more likely** to engage with other Avista emails.*



About Avista

Avista provides energy services and electricity to 360,000 customers and natural gas to 321,000 customers in a service territory that covers 30,000 square miles of eastern Washington, northern Idaho and parts of southern and eastern Oregon.

*Questline performance metrics

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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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