



AUTOMATED PROGRAM

Southeast Energy Utility Grows Customer Engagement with Automated Anniversary Emails

"This program is unique in that it is not normally something you would see come from an energy utility. It has extended the touchpoints between utility and consumer throughout the customer journey and has become a model for other utilities to learn from."

Josh Platt

Account Director, Questline



QUESTLINE

Personalized "thank you" emails resonate with customers, leading to a **boost in open rates and customer engagement.**

Challenge:

A major Southeast energy utility wanted to improve customer engagement and increase touchpoints with its customers beyond the usual payment alert.

Solution:

Questline developed an anniversary email campaign that thanked customers for their business. These emails were automatically deployed to both residential and business customers after their first year of service. Questline developed the email messaging, design, digital assets and handled deployment. Through dynamic coding, the anniversary emails were personalized to each customer. Various links drove customers to helpful information, including newsletter registration, rebate programs and energy efficiency tips.

Results:

By creating a customized anniversary email centered around the customer, the Southeast energy utility saw an increase in customer engagement. The open rate reached over 46%, a metric far above the Benchmarks for similar messages.

The anniversary campaign had a **46% open rate**, far exceeding Benchmarks metrics for similar ancillary messages.

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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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