



## OUTAGE COMMUNICATIONS

# Proactive Storm Communications Help National Grid Share Information Quickly and Effectively with Customers



QUESTLINE

**Storm emails created for every occasion** allow National Grid to swiftly disseminate information to customers.

## Challenge:

National Grid wanted a variety of communications to deliver timely information to customers ahead of forecasted storms.

## Solution:

Questline created numerous pre-storm email templates for National Grid to use for any weather occasion, including wind, floods, electric outages and more. This cut down deployment time to ensure the energy utility could send emails ahead of forecasted weather alerts as quickly as possible. The messages and videos highlighted self-service resources, including text alerts and social media, provided safety tips and connected customers to the energy utility's outage map.

## Results:

By preparing and utilizing a variety of storm communication emails, National Grid was able to quickly and efficiently deploy information and resources to customers. The energy utility has seen a nearly 32% open rate for the lifetime of these emails, a strong metric highlighting the importance of timely communications.

Overall lifetime email open rate is **nearly 32%** for all National Grid storm communications.

# nationalgrid

### About National Grid

National Grid is one of the world's largest utilities, focused on delivering energy safely, efficiently, reliably and responsibly. National Grid is an international electricity and gas company and one of the largest investor-owned energy companies in the world.

### 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](mailto:info@questline.com) or visit [questline.com](http://questline.com).



QUESTLINE