



CRISIS COMMUNICATIONS

One-Click Enrollment Helps Nearly 12,000 Customers with Deferred Payments

"Lowering barriers to enrollment is key to higher conversion rates. By making it easy to sign up, this program succeeded in quickly connecting as many customers as possible with helpful payment options at a time when many were facing unexpected financial challenges."

Brian Lindamood

AVP, Marketing & Content Strategy, Questline

Challenge:

PSE&G, an investor-owned utility serving 2.3 million customers in New Jersey, wanted to provide assistance to customers with past-due balances who may have been facing financial hardship due to the coronavirus pandemic. The utility's Deferred Payment Arrangement program allowed customers to pay their past due balance over an agreed period of time (12, 18 or 24 months). Enrollment required no money down regardless of past payment history, giving customers additional financial relief.

Solution:

Questline created an email explaining the benefits of the program and a one-click landing page made it easy for customers to enroll. The email used dynamic data to pre-populate a customer's name, account number and balance due. The landing page also included personalized customer information and a drop-down menu with payment term options. After selecting their payment term and clicking submit, customers reached a confirmation page.

Results:

The email was sent to 73,745 customers with unpaid account balances. The email experienced high customer engagement with an open rate of 45.6% and a click-through rate of 18.6%. Within the first 72 hours of the email deployment, the Deferred Payment Arrangement program garnered 11,930 enrollments.

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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.

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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