



WEBINARS

Customer-Centric Webinars Drive Sales Leads for Duke Energy

"Duke understands that webinars are a cost-effective way to interact. Rather than hosting meetings or traveling to facilities, the utility is able to produce and share information that can be delivered to customers in a matter of moments."

Nina Cummins

Account Director, Questline



QUESTLINE

Challenge:

Duke Energy wanted a new way to effectively engage with customers and encourage new sales of its programs and services.

Solution:

Questline created and produced multiple webinars for Duke Energy that catered to customers' wants and interests. These webinars were the first of its kind to be used as both an educational and sales tool. Questline developed content to highlight the energy utility's commercial lighting program, business continuity services and regulatory changes. To drive registration, Duke promoted the webinars on social media and in eNewsletters.

Results:

Duke exceeded registration expectations with their multichannel promotions and focus on customer needs. Successful webinar attendance is measured by 43 to 46 percent of those who register for a webinar also attending. Duke achieved registration-to-attendance rates as high as 90 percent, with an average of 65 percent.

In addition, the energy utility noticed an increase in customer engagement and J.D. Power ratings since the webinars began. Within the webinar, Questline polled attendees about what other services or incentives interested them and curated these suggestions for future webinar topics or utility rebates.

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BUILDING A SMARTER ENERGY FUTURESM

About Duke Energy

Headquartered in Charlotte, N.C., Duke Energy is one of the largest energy holding companies in the United States. Its Electric Utilities and Infrastructure business unit serves approximately 7.5 million customers located in six states in the Southeast and Midwest. The company's Gas Utilities and Infrastructure business unit distributes natural gas to approximately 1.6 million customers in the Carolinas, Ohio, Kentucky and Tennessee.

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