



## OUTAGE COMMUNICATIONS

# Proactive Outreach Helps Southeast Utility Update over 270,000 Customer Contacts Ahead of Storm Season



QUESTLINE

Clear call-to-action and prepopulated customer data drives **high conversion rates** for text alerts and outage communications.

## Challenge:

Pre-hurricane season, this Southeast energy utility wanted to do more to alert customers about pending storms and deliver storm updates. The energy utility needed to provide a simple, clean customer experience for updating account information so it could increase the use of text alerts.

## Solution:

Questline collaborated with the Southeast energy utility and created a multichannel campaign with digital and traditional customer touchpoints. The communications led to a dynamic prepopulated landing page for customers to update their contact information. The campaign messaging created a sense of urgency leading into storm season, pushing customers to confirm their information was correct and specify text or call.

## Results:

Over 275,000 customers updated their contact preferences for storm communications. With a 40% open rate and 45% click-to-open rate, the campaign was extremely successful. The use of a dynamic landing page with pre-populated fields helped to simplify the process for customers and increase participation.



The campaign had a **45% CTOR** driving over **275,000 customers** to update their information.

## 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).



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