



OUTAGE COMMUNICATIONS

National Grid Showcases Exemplary Customer Service Amidst Gas Line Crisis

Gas line explosion impacts National Grid and East Coast; Questline assists in deploying **need-to-know information to customers** during restoration period.

Challenge:

A gas line explosion impacted the entire East Coast, including National Grid and its customers. National Grid technicians needed to go house by house to fix the gas lines and relight gas appliances. In total, 6,000 homes and around 15,000 people were without gas for nearly two weeks in the middle of winter.

Solution:

Questline assisted National Grid in creating and deploying email communications to its customers for 10 days straight. Every day, the messaging included safety tips, resources for keeping warm and updates on restoration efforts. The communications also included information on acquiring space heaters, lodging accommodations and complimentary meals that National Grid was providing to customers.

Results:

Perception campaigns provide monumental value in making connections with customers that promotional campaigns can't always offer. By being proactive and transparent with its communications and providing aid, National Grid proved itself as a trusted resource and neighbor to the communities it serves.

Every day over the course of 10 days a communication was sent out to National Grid customers updating them on **restoration efforts and available resources.**

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.

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