



PAPERLESS BILLING

Digital Promotions Help Duquesne Light Enroll over 38,000 New Customers in e-Bill

"We're all about simplifying processes for our customers and Questline Digital's one-click solution made e-Bill enrollment easy. By focusing on email as our main digital channel, we were able to make great strides towards our e-Bill enrollment goals."

Colleen Mackin

Manager/Customer Experience, Duquesne Light Company



Challenge:

Duquesne Light Company had aggressive goals to enroll more customers into its e-Bill program. The electric utility had done little email communication in the past and wanted to better leverage the cost-effective marketing tool to engage its target audience.

Solution:

The electric utility worked with Questline Digital to develop a robust, multi-tiered email marketing campaign to convert customers to paperless billing. Custom emails and a landing page for one-click enrollment were developed, making it as easy as possible for customers to make the shift. Unique emails were sent each month, with a sweepstakes during the holiday season to encourage maximum participation.

Results:

More than 38,000 customers signed up for paperless billing over a seven-month promotion period. Building on initial successes, Duquesne Light and Questline Digital are now using audience personas built on engagement data so future e-Bill campaigns can speak to specific customer concerns and motivations.



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About Duquesne Light Company:

Duquesne Light Company (DLC) is committed to more than keeping the lights on; it powers the moments in its customers' lives. As a next-generation energy company, DLC's 1,700-plus employees are dedicated to delivering reliable and safe energy to more than half a million customers in southwestern Pennsylvania.

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