



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 Digital

Challenge:

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

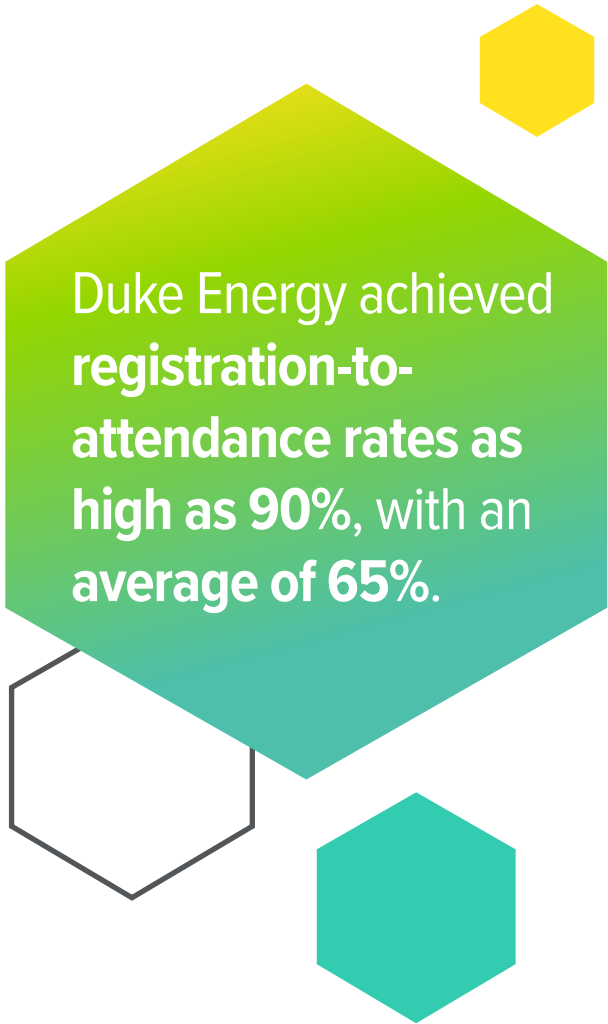
Solution:

Questline Digital 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 Digital 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% of those who register for a webinar also attending. Duke achieved registration-to-attendance rates as high as 90%, with an average of 65%.

In addition, the energy utility noticed an increase in customer engagement and J.D. Power ratings since the webinars began. Within the webinar, Questline Digital also 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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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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To learn more about how Questline Digital can help your energy utility achieve program goals and greater customer engagement, email info@questline.com or visit questline.com.

