



WELCOME SERIES

Segmented Emails Help Avista Improve Customer Relationships

“Questline Digital’s Welcome Series has made it so easy for Avista to start our customer relationships on a positive note. I’ve appreciated that the Questline Digital team comes to me with well-thought-out recommendations for improving our communications with customers. Their advice is based on experience and analytics with other utilities like ours, and I trust them immeasurably.”

Sandra Hoye

Demand Side Management, Avista



Building customized communications for residential and business customers and new movers **helps grow engagement and ease transitions.**

Challenge:

Avista saw a need to expand their existing Welcome Series program to include unique touchpoints for residential and business customers and for those who moved within the energy utility's service territory. Understanding that a simple "hello" can make a powerful difference for customer satisfaction, Avista wanted to send targeted messaging that proved resourceful and relevant to new and returning customers.

Solution:

Questline Digital produced and deployed four Welcome Series for Avista. Campaigns were tailored to the energy utility's brand and each segmented audience. Campaigns included three to four emails with messaging that touched on reminders for outage alerts, billing options, contact information, mobile app downloads, energy saving tips and relevant marketplace products.

Results:

Avista consistently met its engagement goals and increased customer satisfaction with the addition of Questline Digital's segmented Welcome Series. The energy utility built essential touchpoints along the customer journey, maintaining contact with movers and reinforcing timely, audience-specific needs.



About Avista Utilities

Avista provides energy services and electricity to 360,000 customers and natural gas to 321,000 customers in a service territory that covers 30,000 square miles of eastern Washington, northern Idaho and parts of southern and eastern Oregon.

Connect with Us:

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.

