



WEBINARS

Southeast Utility Empowers Account Managers with Webinar Training Program

“The webinars provide a lot of value. I don’t have to spend hours researching, putting anything together, or relying on the subject matter experts within our organization to come up with something. It’s all readily available and professional.”

Training Program Manager, Southeast Utility

Challenge:

A Southeast utility's marketing organization sought a way to increase training opportunities for its account managers (AMs). With a one-person training team and busy internal subject matter experts (SMEs), **the utility didn't have the time or resources to produce quality educational assets for its 300+ employees.**

Solution:

The utility partnered with Questline Digital for the hosting of monthly webinars. **Questline Digital provided access to a library of more than 80 pre-made webinars that could be further customized based on account manager needs and feedback.**

Teams collaborated to produce webinars, articles and supportive content for a wide range of industries like architecture, manufacturing and technology. Presentations were further enhanced with the utility's program information and input from the utility's subject matter experts.

Live webinars were also recorded and made available for account managers to access on-demand for continuing education unit (CEU) credits.

Results:

The Southeast utility built a robust training program and library for employees, all without exhausting the organization's resources. Account managers can now stay up to date on modern energy topics like warehouse electrification, heat pumps, and efficiency rebates.



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