



OUTAGE COMMUNICATIONS

Proactive Storm Communications Help Utility Share Information Quickly and Effectively with Customers

Storm emails created for every occasion allow a Northeast energy utility to swiftly disseminate information to customers.

Challenge:

A major investor-owned utility in the Northeast wanted a variety of communications to deliver timely information to customers ahead of forecasted storms.

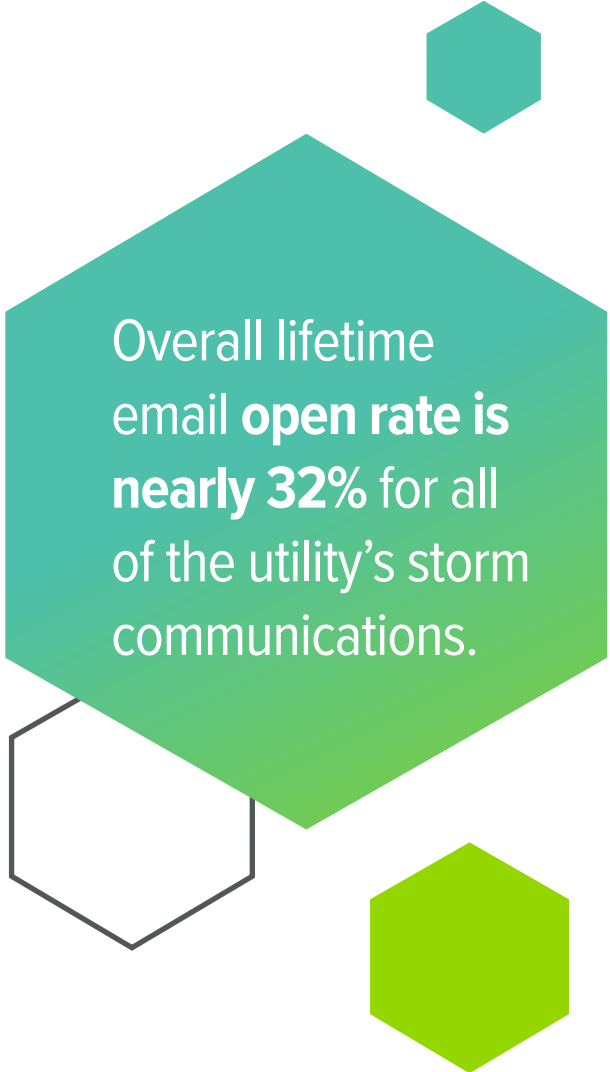
Solution:

Questline Digital created numerous pre-storm email templates for the energy utility to use for any weather occasion, including wind, floods, electric outages and more. This cut down deployment time to ensure the utility could send emails ahead of forecasted weather alerts as quickly as possible.

The messages and videos highlighted self-service resources, including text alerts and social media, provided safety tips and connected customers to the energy utility's outage map.

Results:

By preparing and utilizing a variety of storm communication emails, the energy utility was able to quickly and efficiently deploy information and resources to customers. The utility has seen a nearly 32% open rate for the lifetime of these emails, a strong metric highlighting the importance of timely communications.



Overall lifetime
email **open rate is
nearly 32%** for all
of the utility's storm
communications.

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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.

