



### 8 seconds.

That's the amount of time you have to grab someone's attention.<sup>1</sup> Your welcome communications are the first chance you have to **do this and make an impression** on customers.

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#### Can your energy utility do it?

Kickstart your communications with customers immediately when they begin service. Establish a digital relationship on day one and see more conversions and program participation over the lifecycle of your customers.

#### That's why we recommend creating the ultimate welcome package:

- [A Welcome Series](#) – Answer customer questions before they fill up your call center. Set the stage early and share helpful info around outages, billing and more right from the start.

*Customers who open Welcome emails open future emails at a 30% higher rate.<sup>2</sup>*

- [eNewsletters](#) – Ensure ongoing communication with customers by getting them enrolled in your eNewsletter.

*Residential eNewsletter subscribers open promotional content at a 16% higher rate.<sup>2</sup>*

- [Paperless Billing](#) – Get customers signed up for e-Bill before they even receive their first paper statement.

*After signing up for Paperless Billing, customers are 31% more likely to open and 25% more likely to click on subsequent emails from their energy provider.<sup>2</sup>*

#### There's no time to waste.

If you wait to engage with new customers, it might be too late. You'll spend more time and money in the long run trying to reengage customers versus engaging with them from the start. **Create your ultimate welcome package now and say hello to engagement.**

[GET THE FACTS](#)

1. [Campaign Monitor](#)
2. [Questline 2021 Energy Utility Benchmarks Report](#)

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