



# FIRST IMPRESSIONS ARE **EVERYTHING**

**Get off on the right foot.**

Customers who engage with Welcome emails are **30% more likely** to open future communications from their utility.

8 out of 10 customers expect to receive a welcome email when they sign up.<sup>1</sup> Don't leave them hanging. Make a great first impression with an automated Welcome Series. This best-practice solution can help your energy utility connect with new and moving customers, fostering loyalty and satisfaction on day one.

Increase Welcome Series engagement and achieve more program enrollments by featuring topics relevant to your customers.





**Typically, a successful Welcome Series will include three to five messages focused on:**

- The welcome message
- Paperless billing or other payment options
- Outage resources
- Safety or energy savings tips
- Community involvement of your energy utility



Welcome emails are opened at a  
**83% higher rate than other emails**

**Questline's Welcome Series solution includes:**

-  **Digital onboarding program:** Utilize our starter program templates and mobile-tested, responsive designs.
-  **Experienced implementation team:** Launch your campaign seamlessly with our team of deployment experts.
-  **Customer engagement reports:** Measure success with our easy-to-understand performance metrics.
-  **A fully automated campaign:** Never worry about the hassle of design, programming or maintenance.

**Say Hello**  
Give your customers a warm welcome and achieve greater customer engagement in the process. Get started with Questline's Welcome Series today.

[Learn More](#)

1. Omnisend

