



2023 CONSUMER SYMPOSIUM

FEB 6, 2023, SAN DIEGO

EMPOWERING CONSUMERS THROUGH THE ENERGY TRANSITION

#SECC2023

Co-located with *DISTRIBUTECH International*

Educating the Modern Energy Consumer

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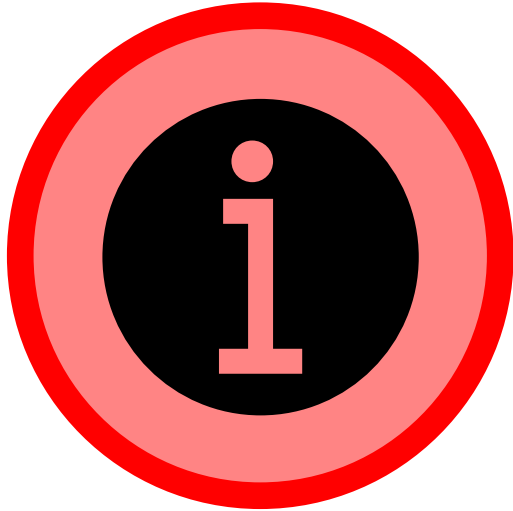
Who We Are



Questline Digital is a marketing and technology agency that builds engaging experiences throughout the utility customer journey, boosting program participation and overall satisfaction.

As a full-service partner, *Questline Digital's* team of strategists, energy experts and developers work with clients to build cohesive digital experiences that educate, engage and inspire action among diverse customer segments. Mixing multimedia content, integrated technology and data-driven communication strategies, *Questline Digital* solves industry challenges and drives measurable results for energy providers across the U.S.

Know What Customers Are Seeing



False information

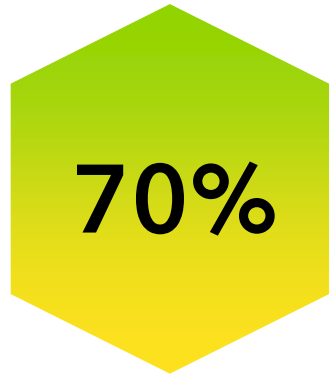


Lack of trust

Knowledge is Power



Education is key



of customers prefer
learning via content than
traditional marketing

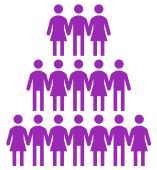


Content Marketing

Consider the format



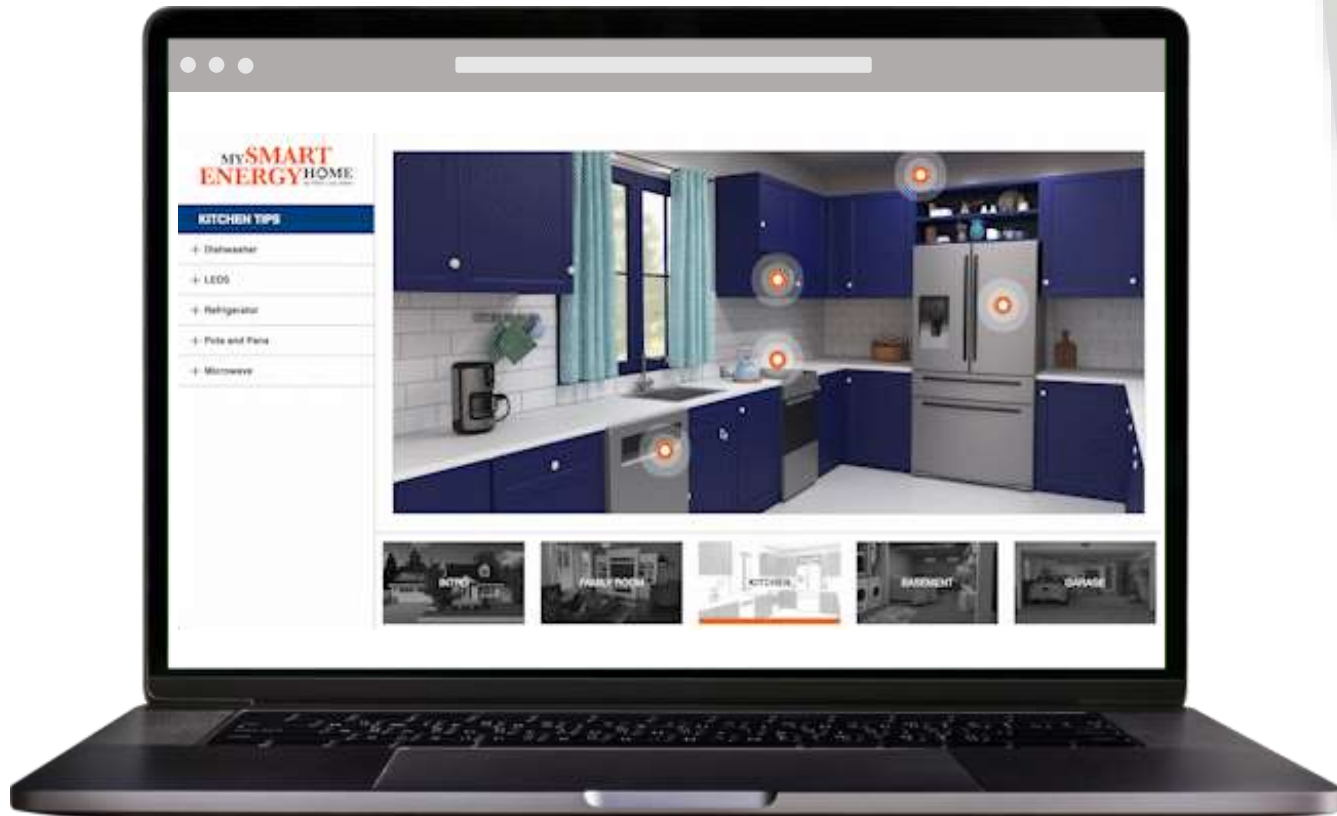
Consider demographic and age



Consider wants, interests and needs



PSEG Long Island – Interactive Microsite



SWEPSCO - Energy Efficiency Content

NEWSLETTERS
SWEPCO Increases Energy Efficiency Program Participation with Monthly Newsletter

Challenge:
 Southwestern Electric Power Company (SWEPCO) needed to build momentum for its energy efficiency programs. The utility is required to reach specific participation and energy savings goals as set by the regulatory commissions in each of the states it serves. Meeting these goals ensures the programs remain cost effective and can continue being offered to customers.

With our marketing team member serving three states – Louisiana, Arkansas and Texas – the utility needed a scalable and cost effective way to reach customers how to use best energy.

Solution:
 Questline Digital worked with SWEPCO to set up a monthly residential newsletter program. The utility utilizes Questline Digital's Engage® platform to plan, build and manage newsletters about energy efficiency for audiences in each state it serves.

Newsletters are populated with content from Questline Digital's Content Catalog, which includes 4,500+ articles, infographics, videos and interactive quizzes that cover a wide range of energy topics. SWEPCO also incorporates plays for its targeted energy efficiency programs, driving customers to state-specific residential information.

Results:
 SWEPCO established a monthly newsletter with customers, going beyond bill notices and outage alerts. Pulling from Questline Digital's library of ready-to-use content, the utility is able to share energy efficiency education and program promotions without extending internal resources. The utility has seen an influx in program participation and tracked an increase in activity on its website each time the utility deploys a newsletter.

Additionally, during the height of the COVID-19 pandemic in 2020, the Questline Digital content and newsletters helped SWEPCO meet its program goals, alleviating uncertainty among customers and catering to an increased need for energy efficiency resources.

Since 2019, SWEPCO has seen an increase in J.D. Power scores for customer satisfaction, in part due to customer awareness of energy efficiency programs through newsletter content.

New energy efficiency newsletters led to an uptick in customer satisfaction scores.

Connect with Us:
 To learn more about how Questline Digital can help your energy utility achieve program goals and greater customer engagement, visit info@questline.com or visit questline.com.

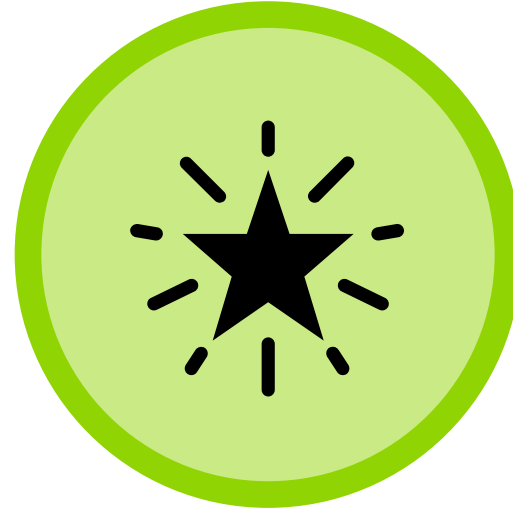
Questline DIGITAL

We Don't Know What We Don't Know



Education

=



Trust

Thank You



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February 6, 2023



Who is ElectriCities?

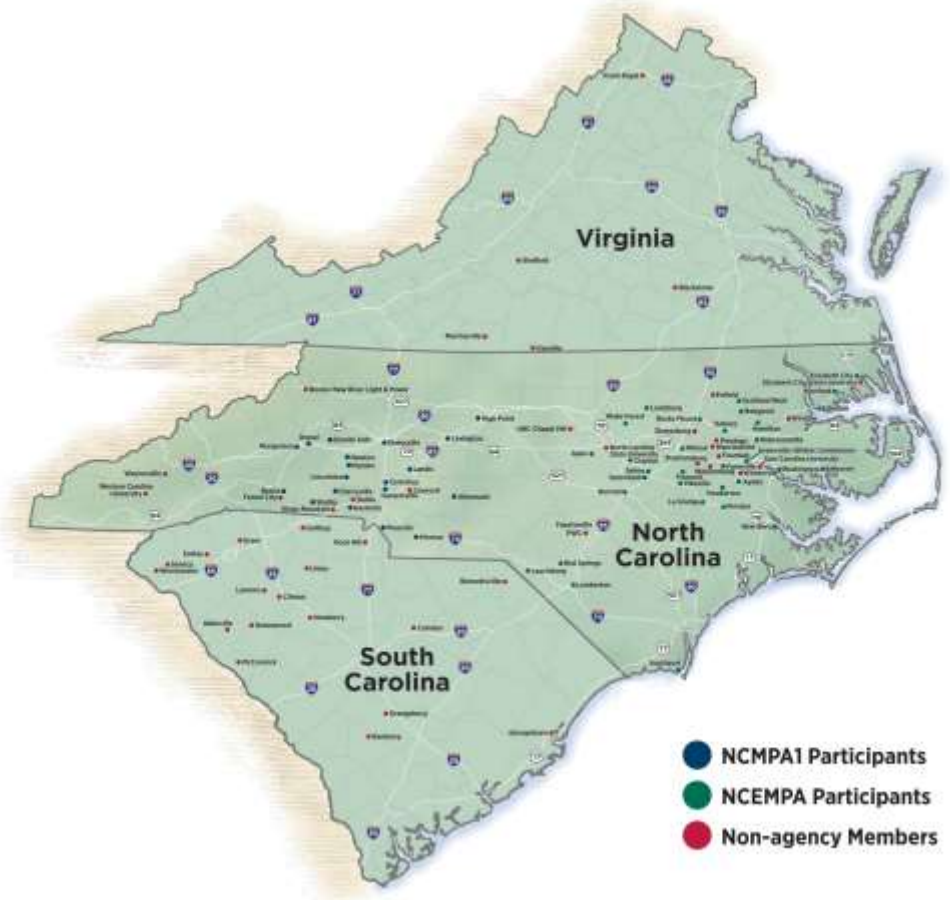
ElectriCities is the membership organization that provides power supply and related critical services to over 90 community owned electric systems in North Carolina, South Carolina, and Virginia.

- Technical services
- Trade Association services
- Customer program support & engagement resources

Who Do We Serve?

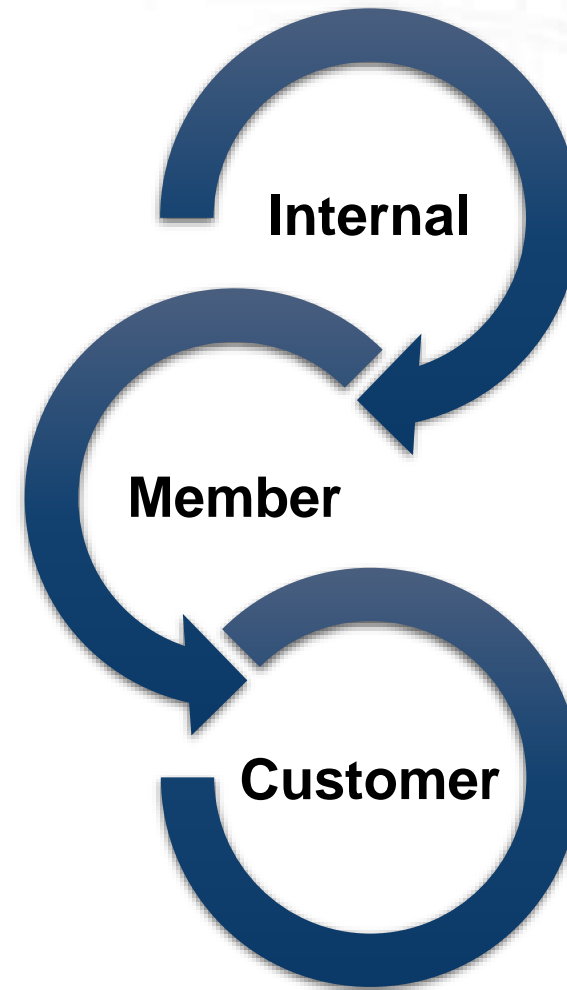
Over 90 public power communities in North Carolina, South Carolina & Virginia

- Our members enhance their communities and customers' lives by delivering superior service and innovative energy solutions.



Stakeholder Education

- Customer Trends & Preferences
- Best Practices & Case Studies
- Industry Awareness
- Webinars
- Formal Training



NC Public Power Retail Customer Survey

ElectriCities partners with member communities to complete an annual NC Public Power Retail Customer Survey.

Research Priorities:

- Communication opportunities
- Customer satisfaction
- Program interest
- Segmentation (Utilizing SECC Wave 7)

Member & Internal Education

- ElectriCities members rely on us to help educate their governing boards, leadership & staff
- Internal priority to build customer focus into our services



Modern trends for electric customers¹⁵:

- Consumers are making the connection between smart energy and slowing climate change
- Consumers across all segments are interested in smart energy-enabled products
- Lower-income consumers are keenly interested in smart energy and the environment
- Consumers need more education on how to assess a program or technology
- Consumers look to their energy providers for support as they deal with the impact of COVID-19
- Consumer education and engagement are essential to realizing the promise beneficial electrification and advanced technologies

Customer Engagement Resources

- Monthly Social Media Toolkits
- Bill Inserts
 - Electric Vehicles
 - Electrification
 - Energy Efficiency
- Custom Projects



ElectriCities of NC

4h · 🌐

Did you know many utilities offer assistance programs or can help connect customers who need help paying their energy bills to local groups like nonprofits? 💡

If you need some extra help with your energy bill this

[#NationalEnergyAssistanceDay](#), contact your utility and see if you're eligible for a program!

[#KeepTheHeatOn](#)



👍 1

👍 Like

💬 Comment



The energy behind public power

www.electricities.com

STAY CONNECTED



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@ElectriCitiesNC



@ElectriCitiesNC



company/electricitiesnc



NC Public Power Channel



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Touchstone Energy[®]
Cooperatives

Touchstone Energy® Cooperatives Inc.

- Membership organization of locally owned cooperatives in 45 states
- Cooperatives are not-for-profit, endorse core values of integrity, commitment to community, accountability, and innovation and put members first
- Provides resources and leverages partnerships to help member cooperatives better engage and serve their member-owners

Touchstone Energy® Research

- Touchstone Energy works with several organizations, including the Smart Energy Consumer Collaboration (SECC), to conduct research concerning electric vehicles, beneficial electrification, and closely related topics.
- The Touchstone Energy Electric Vehicle Car Club (EVCC) provides opportunities for co-op members to gain a greater understanding of electric vehicles and participate in a community of EV owners.



Electric Vehicle Car Club

Educate members about EVs

Create a local community of EV enthusiasts

Position co-op as the trusted source for information

[Playbook & Resources](#)

logo | welcome letter | social ad & event templates | Ideas checklist +

EVCC co-op list

[Touchstone Energy EVCC](#)



Why join an Electric Vehicle Car Club?

Join a community of people who own Electric Vehicles and want to share their enthusiasm for ownership

- Engage with other EV owners
- Share insights and experiences about EV ownership
- Get trusted information from your cooperative about charging
- Receive member perks such as discounts, special merchandise



What is the EVCC Playbook

The Playbook provides ideas and national resources to create your local club

- Management of the club
- Idea generators
- Logo & Style Guide
- Promotion ideas & collateral templates
- Sponsorship opportunities





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