

# Direct Options and OG&E partner to increase marketing effectiveness and improve customer satisfaction.

Cincinnati OH: November 3, 2016

**OG&E**, known for customer-centric innovation and **Direct Options**, a leading utility analytics and marketing firm, have formed a strategic partnership to improve customer engagement and satisfaction while boosting the effectiveness of OG&E's marketing operations.

Through this partnership, OG&E is assisting in the development of Direct Options' CustomerOptimizer™ methodology to better predict the financial impact of program marketing and make informed decisions that will maximize ROI, strengthen their brand and increase the value delivered to customers.

CustomerOptimizer™ is anticipated to inform OG&E's Marketing group allowing them to:

- Improve acquisition costs by providing accurate targeting and relevant messaging
- Conduct "what-if" program mix scenarios to enable better choices about program and services marketing and budgets
- Gain visibility into the true financial impact and potential gains that effective customer marketing delivers
- Increase understanding of the relationship between portfolio mix and the needs of customers

"We are very excited to work with OG&E on this project. Their reputation as an innovator matches well with the advanced insights that Customer Optimization delivers," said Ashlie Ossege, Vice President of Analytics with Direct Options.

## **DIRECT OPTIONS**

Direct Options is a full service analytics, marketing and consulting agency with an emphasis on customer intelligence. Direct Options has been working with utilities to engage their customers for 26 years and offers a full suite of energy efficiency and unregulated marketing solutions. Direct Options is guided by the commitment that a deeper understanding of customers will create a more personal and trusted relationship with their utility.

## **OG&E**

OG&E, a subsidiary of Oklahoma City-based OGE Energy Corp. (NYSE: OGE), serves approximately 819,000 customers in Oklahoma and western Arkansas. OG&E, with about 6,900 megawatts of capacity, generates electricity from natural gas, western coal, wind and solar.