

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

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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.