



J.D. Power study ranks OG&E highest among large utilities in the South

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OKLAHOMA CITY – OG&E once again has been recognized in the J.D. Power and Associates' 2013 Electric Utility Residential Customer Satisfaction StudySM, ranking highest in customer satisfaction among large utilities in the South region.

The survey asked residential customers about their satisfaction with power quality and reliability, price, billing and payment, corporate citizenship, communications and customer service. The study specifically notes that satisfaction increases when utilities proactively communicate outage information regularly and clearly via the channels customers prefer, including utility-initiated phone calls, emails, text messages and social media sites.

This year, OG&E saw an overall improvement of 31 points over last year. The company received its highest ratings in the categories of power quality and reliability, price, billing and payment, corporate citizenship and communications.

"Today's recognition by J.D. Power, the leading authority on customer satisfaction, is a tribute to our members' efforts to provide exceptional customer service," said Pete Delaney, Chairman, President and CEO of OGE Energy Corp., parent company of OG&E. "This award is a demonstration of our goal of consistently maintaining a customer focus in everything we do, from the generation and delivery of reliable power to the design of programs, such as SmartHours™, and the delivery of quality customer service. Through this award, our residential customers are saying we're continuing to achieve that goal."

Last year, OG&E rolled out its SmartHours™ pricing program, which allows customers to save when energy costs are lower, or off peak, as well as myOGEpower, an online energy management tool. Used together, myOGEpower and SmartHours can help make customer savings easier through time-based pricing programs and almost real-time usage information. The company also increased its use of social media channels Facebook and Twitter to keep customers informed about outages as well as programs and services.

The J.D. Power study is based on 102,734 online interviews ranking 13 providers in the South Large Segment. Proprietary study results are based on experiences and perceptions of consumers surveyed in July 2012-May 2013.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit jdpower.com. J.D. Power is a business unit of The McGraw-Hill Companies.

About OG&E

OG&E, a subsidiary of Oklahoma City-based OGE Energy Corp. (NYSE: OGE), serves nearly 800,000 electric customers in Oklahoma and western Arkansas.