



Oklahoma Gas & Electric achieves recognition as Utility Customer Champion

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OKLAHOMA CITY, Feb. 2, 2017 /PRNewswire/ -- Oklahoma Gas & Electric today announced Market Strategies International/Cogent Reports has once again named OG&E a Utility Customer Champion in its recently announced Utility Trusted Brand & Customer Engagement™ study. OG&E achieved the Utility Customer Champion designation after receiving a score of 745 on the ECR index, a score that put OG&E at no. 9 of 62 electric utilities across the country. The scores are based on interviews with nearly 60,000 residential customers of electric, natural gas and combination utilities.

"We're proud to once again receive recognition from MSI/Cogent as a Utility Customer Champion, and we know it's not a designation that we just happened into," said Vice President Sales & Marketing Ken Grant. "OG&E has made deliberate efforts over the last several years to increase customer engagement and product experiences."

He added, "We've committed to improving our website to enhance the services customers receive; we've grown our presence on social media to meet customers where they are; and we have a strong commitment to our value of public service, which helps grow and strengthen our communities. All of these activities increase our interactions and improve our relationships with our customers."

In a recent press release announcing the list of Utility Customer Champions, Cogent Reports said the study found 46 utilities that established the industry's strongest ECR scores and as such are "mastering customer engagement."

This is the third year for the study, which benchmarks and trends 130 utilities using an Engaged Customer Relationship (ECR) tracking index. The ECR index includes attributes of Brand Trust, Product Experience and Operational Satisfaction.

Oklahoma Gas & Electric Company, a subsidiary of OGE Energy Corp. (NYSE: OGE), is Oklahoma's largest electric utility. For more than a century, we have provided customers in Oklahoma and western Arkansas the safe, reliable electricity needed to power their businesses and homes at rates below the national average. Our employees are committed to generating and delivering electricity, protecting the environment and providing excellent service to our more than 830,000 customers. OG&E has 6,800 MW of electric generation capacity fueled by low-sulfur coal, natural gas, wind and solar. OG&E is recognized as a leader in smart grid technology, leveraging this platform to provide customers with the award-winning SmartHours® program and setting the stage for an electric vehicle program (that will include some level of public charging infrastructure) and advanced LED street and security lighting. OG&E employees live, work and volunteer in the communities we serve.

For more information about OG&E, visit us on the Internet at <http://www.oge.com> or follow us on Facebook: www.facebook.com/ogepower and Twitter: @OGandE.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/oklahoma-gas--electric-achieves-recognition-as-utility-customer-champion-300401272.html>

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