



OG&E to launch enhanced customer notification tools Nov. 29

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Customers may opt to receive push alerts that include restoration estimates, billing and payment information

OKLAHOMA CITY—Beginning soon, OG&E customers will be able to learn more about their electric service through text, email or phone notifications. Customers also will be able to report outages by text. The new notification option, “myOGEalerts,” expands OG&E’s suite of customer communications to include the push-notification platform. Customers also can find a variety of service information by signing in at oge.com, calling the 24-hour outage line or checking System Watch™, OG&E’s online outage map.

“On average during a one-year period, customers have power 99.97 percent of the time,” said Terena Boyer, Director Customer Operations. “When and if outages occur, we know the more information we can provide, the better informed our customers are. Adding push alerts takes our outage communications to the next level.”

When myOGEalerts goes live later this month, customers who already have an online account with oge.com will be automatically enrolled for e-mail alerts. In addition, they will be able to personalize their preferences among text, phone, and/or email updates. They can also choose family members who can receive alerts – up to five mobile phones, landline phones and/or emails for each account. (See attached sample mobile phone screen shots.)

In the interim, Boyer said, “customers who don’t already have an online account should go to oge.com and set that up so they’ll be ready to set notification preferences for myOGEalerts. It’s a good idea to have your account set up online for a variety of services that you can receive now – like online billing, payment options and account/usage information.”

Outage communications are the first phase of the myOGEalerts program. Future services include billing and payment notifications and text to pay.

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 840,000 customers. OG&E has 6,700 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.