

## Powering effective internal communication

In 2004, Oklahoma-based energy company OGE Energy Corp. selected Netpresenter to help communicate more effectively with its 3,200 employees. News, as well as weather and stock information, and updates on power outages, is published as an interactive screensaver on all employee PCs.

“With Netpresenter, employees see messages repeatedly, so our internal news is seen and remembered better,” says Gil Broyles, Corporate Communications Manager at OGE Energy Corp.

### “Key to maintaining feeling of brand pride”

“Our employees, whom we call ‘members,’ are proud to work for OGE. There is a strong understanding of the fact that we provide an essential service to our customers,” explains Broyles. “We feel that key to maintaining this feeling of pride and satisfaction is keeping the employees informed about company issues.”

“In order to inform all our members effectively, we support a variety of communication tactics, ranging from a robust intranet to an in-house magazine. For more timely news, we chose to go digital with a combination of e-mail and Netpresenter. Whenever we have news we feel everyone should read as soon as possible, we send an e-mail notification. In addition, we have selected Netpresenter to publish corporate news items on all PC monitors,” adds Broyles. “Netpresenter is convenient for our members. They don’t have to access the intranet portal to see the latest news. Instead, they are automatically updated.”



Overview of Current Power Outages

### “Easy and smooth roll out”

“Apart from being an ideal tool for our internal communication, Netpresenter has proven to be a very reliable partner. Whenever we have had an issue or question, the support team has been very helpful. This ensured a very easy and smooth roll out,” adds Broyles.

“Our latest upgrade incorporates two news templates – one for daily news and one for community calendar items. Additionally, our Netpresenter presentation now provides stock information and weather information, automatically imported from the National Weather Service in Norman, Okla., and Thompson Financial. Finally, the system also links to our proprietary power outage monitoring software, called SystemWatch. With SystemWatch, customers can find information on outages. Of course it is also important that our members are aware of current outages. After all, they are the ones updating customers calling in.”

## “A great communication vehicle for our employees”

Broyles concludes: “All information is automatically updated every 12 minutes. All this up-to-date information and news makes Netpresenter a great communication vehicle for our employees.”



### OGE

OGE Energy Corp. (NYSE: OGE), headquartered in Oklahoma City, is the parent company of OG&E Electric Services, a regulated electric utility serving approximately 755,000 customers in a service territory spanning 30,000 square miles in Oklahoma and western Arkansas. OGE Energy is also the parent company of Enogex Inc., a natural gas pipeline business with principal operations in Oklahoma. OGE Energy and its subsidiaries have about 3,200 employees.

[www.oge.com](http://www.oge.com)

### Sector

Energy

### Challenge

Updating all employees on the latest news, weather and stock information, and news on power outages. Maintaining the existing feeling of brand pride.

### Solution

Publishing news on all employees' PCs as an interactive screensaver. Weather information, stock information and power outage news from the internal SystemWatch system is automatically imported into the presentation.

### Benefits

Seen as a great communication vehicle for the employees. Most of the information, such as stock, weather and power outage information, is automatically imported into the presentation.



© 1995-2010 Netpresenter B.V. And Eureka Communications Holding.  
Netpresenter\* is a registered trademark, all rights reserved.

**Headquarters**  
Adsteeg 10  
NL-6191 PX Beek-LB  
The Netherlands  
Tel. +31(0)46 4370886  
Fax. +31(0)46 4360188

**Netpresenter USA**  
410 Park Avenue  
15th Floor, Suite 1530  
New York NY 10022  
Phone +1 212 710 5908  
Fax +1 212 710 5914

**[www.netpresenter.com](http://www.netpresenter.com) - [info@netpresenter.com](mailto:info@netpresenter.com)**  
Netpresenter is a leading developer of innovative end-to-end visual broadcast solutions, such as emergency alert notification, enterprise communications and narrowcasting. It has offices in The Netherlands, US, UK and Germany. Its 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.