



OGE Energy Corp.

OGE Energy Corp. reaches 3,200 employees instantly through Screensaver and App

In 2004, Oklahoma-based energy company OGE Energy Corp. was looking for a way to communicate more effectively with its employees. With Netpresenter, they found a fitting solution. Nowadays OGE's desk workers are informed right away through a Corporate Screensaver, while a News & Alert App keeps everyone in the field in the loop.

"We have selected Netpresenter to publish news, weather, stock information and power outages on all PC screens throughout the company," says Gil Broyles, Corporate

Communications Manager at OGE Energy Corp. "With Netpresenter's screensaver, employees see messages repeatedly, so our internal news is seen and remembered better", adds Broyles.

EMBEDDED HYPERLINKS

Embedded hyperlinks draw staff members to the intranet and invite them to read more about certain news items. "Netpresenter directs our employees to the latest company news", says Jackie Geiger, Communications Specialist at OGE. "The stories we promote are linked on the Netpresenter screensaver."

REACH EMPLOYEES IN THE FIELD

OGE has recently expanded their communication system by adding



Netpresenter directs our employees to the latest company news



Netpresenter's News & Alert App. The app is especially useful to keep people without access to a PC updated. "Our field workers install and repair

electrical and data infrastructure. With the app they are able to see day-to-day information about upcoming events, deadlines for open enrollment, education opportunities and company news", says Dan Lovejoy, Senior Experience Architect at OGE.

TARGETED EMERGENCY ALERTS

In the future OGE will not only inform, but also alert their employees via the app. "At some point, we will roll out

alerting so staff members can receive alerts and other news regarding dangerous situations like flash flooding, tornadoes and other things we need to tell them to keep them safe", says Lovejoy. "Also, being able to target a specific area to send an alert will be helpful, as our service area is larger than many countries. An emergency in Fort Smith, Arkansas is not relevant in Oklahoma City, OK. We want to be able to send alerts only to those who need

them to reduce alert fatigue", adds Lovejoy.

RELIABLE PARTNER

"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", concludes Broyles.



ABOUT 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

CHALLENGE

Making sure all staff members see and remember internal news. Keeping employees in the field in the loop. Instantly alerting staff members in case of an emergency.

SOLUTION

Publishing internal news on all employees' PCs via a corporate screensaver. Gentle repetition of screensaver messages makes sure internal news is seen and remembered. Keeping field workers updated by posting news on the app. Alerting staff members right away in case of an emergency by sending out a targeted push notification.

BENEFITS

Effectively inform everyone in- and outside your organization. Draw employees to the intranet with the help of embedded hyperlinks and invite them to read more about certain news items. Alert staff right away in case of an emergency.