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# Press Release

## **Oklahoma Electric Tops 1000 Prepaid Members**

Contest Leads to Increased Member Enrollment *and CSR Bonuses!*

**Colleyville, TX, July 16, 2007**

OEC of Norman, Oklahoma exceeded a 1000 Prepaid Member milestone last week partially resulting from a contest where OEC representatives earned a \$5.00 bonus for each member enrolled in its prepaid plan.

"We began running a gift card contest in April with first through third prizes of \$50, \$25 and \$25 respectively to help encourage our reps and increase enrollment in prepaid," said Charles Barton, CEO. "The following month, we moved to the sign-up bonus to give more employees an opportunity to be rewarded and the results were greater than expected," he added.

OEC asserts that although the contest has sparked the competition, reps are starting to realize how prepaid will benefit those customers who are always behind and who get cut off. Because customer service is one of the most difficult areas to work at OEC per Buck she believes the reps feel really positive about having an alternative to offer people who are faced with large deposits and disconnect fees.

OEC relayed that their reps no longer concentrate solely on new members or specific groups, but rather look at all members as potential prepaid customers. "We actually have a couple of reps who review our disconnect list each day to evaluate deposits and be proactive in offering prepaid when applicable," stated Jonna Buck, Supervisor of Billing and Data Processing. "We believe our contest gave the reps a new perspective and it's one they will continue to practice."

PAMS, Exceleron Software's Prepaid Account Management System, was implemented by OEC in August of 2006 with a soft roll-out due to OEC's agreement to serve as a "test bed" for the product. Once the Pilot Program was completed, OEC expanded its marketing efforts to include college students, apartment complexes, and delinquent accounts.

"This seemed like an ideal segment to target", said Buck, "especially with the added benefit of avoiding deposits." According to Buck, OEC held a luncheon for apartment complex owners so OEC could ensure owners were aware of the benefits to their renters. The luncheon also featured member testimonials on experiences and benefits of the program.

Barton stated that OEC hopes to be instrumental in promoting prepaid and was a featured speaker at Exceleron's prepaid seminar held in Dallas, Texas last December. He has a standing invitation to all cooperatives to contact him directly to speak about OEC's experience with prepaid and with the added benefits of MultiSpeak integration.

"We are very excited about the MultiSpeak® integration initiatives and our own Jonna Buck serves on the advisory board to help make certain MultiSpeak® remains in the forefront," said Barton who added the MultiSpeak® initiative has increased the benefits of PAMS permitting additional savings to be realized by the co-op. MultiSpeak® is a software specification designed to define common interfaces so that vendors can develop software products that interoperate without the need to develop extensive custom interfaces.

### **About Exceleron Software**

Exceleron Software, a software development company based in Colleyville, Texas, has over 10 years experience in the prepaid industry from a development, member services, and marketing standpoint. Having first entered the prepaid industry through its development of a total prepaid alternative for telecommunications providers, Exceleron turned its efforts to applying this same knowledge to electric service providers in 2004.

Memberships and Affiliations: Exceleron is a Silver Associate member of NRECA; certified as MultiSpeak compliant and as a MultiSpeak Software Developer; and was a presenter at NRECA's TechAdvantage in Las Vegas in 2007.

Exceleron welcomes all speaking engagements and presentation opportunities. Please call 972-852-2711 to learn more about Exceleron and its prepaid solution with patent pending.