

# Forging innovative new marketing strategies to respond to evolving customer needs in all segments



## Metamorphosis to All-Round Energy Solution Provider

In a quest to raise customer satisfaction through the provision of value-added services, Kansai EP is currently transforming itself from a conventional utility company to an all-round provider of a broad palette of energy solutions.

Toward that end, the Company is presently taking a host of decisive steps, including Groupwide structural revamping and business expansion. To fully apply our technical strengths, accumulated through long years of experience in the electricity business, in order to address the needs of customers, we are reassigning our engineering staff with superlative technical backgrounds and rich

experience to assume the leading role in our new solution-oriented transformation.

Solutions are carefully devised in line with the specific needs and challenges presented by each customer segment. For large-volume customers, for example, we capitalize on the comprehensive capabilities of our Group companies to provide optimum solutions across a wide spectrum. Solutions center on energy-related services, including gas sales, but also touch upon the environment, information technology (IT) and business support.

For our household customers, we offer solutions focused on the "value" of totally electric homes in terms of safety, convenience and comfort. This initiative has spurred a rapid increase in the number of fully electric dwellings, and is making Kansai EP renowned as a provider of related solutions. We are also proactively developing a total array of life-supporting operations for household customers, including FTTH (fiber-to-the-home) and home-security services. The entire Kansai EP Group is pooling its full complement of solutions to help customers

realize ever greater peace of mind and more comfortable living through reliance on electricity.

Going forward, we will combine these and other newly devised value-added services made possible through our Groupwide operations to provide an ever wider spectrum of solutions attuned to the changing needs and challenges of the market.

## Aggressive Pricing Strategies for All Segments

The Company is also carrying out dynamically aggressive pricing strategies in a quest to maintain a competitive edge within the liberalizing power industry. At the core of these strategies is our development, based on

exhaustive market research, of a full menu of rate options targeting various customer segments. Kansai EP is leading the industry in introducing special rate plans not only to customers in the newly liberalized market but also to commercial and home users in



markets still regulated.

For customers in the liberalized market, we provide a selection of rate schedules tailor-made to their specific needs and energy usage patterns. For customers still affected by industry regulation, the Company has vigorously developed new rate options specifically targeting areas in which various energy sources compete. One example is the launch of our "HAP-e (Happy) Plan" in 2000. The new program, the first of its kind from any power provider in the nation, has resulted in dramatic increases in the number of totally electric homes and in the adoption of electric kitchens.

## Enhanced Customer Service Enabled by Advanced IT

In pursuit of greater management efficiency and customer satisfaction, we have introduced a "one-stop customer service" system at all of our service bases. The one-stop system applies IT interfacing to enable swift and on-the-mark responses to customer inquiries and requests, with the result that our customers are more satisfied today than ever. In 2003 we commenced operation of a call center in the heart of Osaka incorporating the latest CTI (computer telephone integration) technology, and in 2005 new call centers were added in south Osaka, Kyoto and Kobe. In ways like these, we intend to continue seeking ever higher customer satisfaction in the years ahead through active use of IT.

**Today, Kansai EP is mustering the full spectrum of its Group resources to transform itself into a provider of energy solutions for all customer requirements.**