

## Responding to evolving changes with dynamic initiatives of mutual benefit



Company meeting on sales expansion.

**Kansai EP is taking up the challenges of deregulation with aggressive marketing strategies that serve the interests of both the customer and the company.**

### New Pricing Strategy

To secure a powerful competitive position within the liberalizing power industry, we are taking an aggressive new stance on pricing. At the core is a shifting orientation toward rate schedule options enabling discretionary selection by the customer—a strategy unprecedented in the Japanese power industry. We now offer a menu of options to users in all segments.

For customers in the newly deregulated high-demand segments, we provide a selection of rate schedules tailor-made to their specific requirements. Special discount programs are available

which target attracting new businesses to the Kansai area. For customers in segments still subject to regulation, we offer strategic rate schedules focused on areas characterized by competition among energy options. As an example, household customers are given a

choice of discount rates aimed at promoting wider adoption of totally electric homes. Commercial customers are offered a corresponding menu of discount rate options designed to promote electricity as their preferred power source for air-conditioning, kitchen systems and other areas which stand to benefit handsomely from Kansai EP's competitive pricing and high-quality services.

### From Utility Company to Energy Solutions Provider

In addition to introducing highly competitive new pricing options, Kansai EP is responding to industry deregulation with a decisive transformation of its basic corporate role. Until now we have defined our social role primarily as a utility

Marketing solutions—Sales promotion at a sake factory, Osaka Dome and Kansai International Airport. (from left to right)



supplier; but going forward we are determined to become a provider of value-added energy solutions to satisfy the increasingly diversified needs of our customers. To achieve that goal, we are now taking aggressive steps to re-engineer our operations company-wide, working from the top downward through the ranks. We are also instituting measures that will enable us to undertake activities that take full advantage of the comprehensive capabilities of companies throughout our group network. Among those activities will be the provision of a broad palette of consulting services making optimum use of the superior technical prowess of our engineering staff.

### Enhanced Service through Information Technology

Since 1997, with an eye on achieving greater operating efficiency internally and higher customer satisfaction externally, Kansai EP has been introducing “one stop” customer services into its sales offices. The “one stop” system, which makes use of the latest IT interfacing, dramatically enhances our response time to customer inquiries and service requests. The system is to go fully onstream at all customer service outlets by July 2000.

Kobe Office—Regional sales base.



Customer services—“One stop” customer services.

