

Kansai EP is applying its comprehensive Group resources to reengineer itself into a provider of sophisticated energy solutions to satisfy all customer needs.



Probing new marketing strategies to meet the evolving needs of the market

Transformation to 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 common utility company to an all-round provider of a broad palette of energy solutions.

Toward that end, the Company is presently reengineering its business operations at all levels and taking a host of decisive steps, including changes to its organizational structure and enhancement of operations Groupwide. To fully apply our technical skills, accumulated through long years of experience in the electricity business, to address the needs of our customers, we are reassigning our engineering staff with superlative technical backgrounds and rich experience to assume the leading

role in our new solutions-oriented transformation.

Solutions are carefully devised to match the specific needs of 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 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 also made Kansai EP renowned as a provider of solutions in support of elec

tric homes. In 2002 we also launched operations in FTTH (fiber-to-the-home), eliciting a phenomenal response among household users seeking the new technology.

Going forward, we will combine these and other value-added services made possible through our Groupwide operations to provide an ever broader spectrum of solutions attuned to the market's evolving needs.

Dynamic Pricing Strategy

The Company is also carrying out a dynamically aggressive pricing strategy in a quest to secure a competitive edge within the liberalizing power industry. At the core of the strategy is our development, based on exhaustive market research, of a full menu of rate options targeting specific customer segments.

Kansai EP is leading the industry in introducing special rate plans not only to customers in the newly liberalized market but also, in anticipation of further deregulation and competition, to commercial and home users in markets still regulated.

For customers in the liberalized market, we provide a selection of rate schedules tailored-made to their specific needs and energy usage patterns. To attract new customers, we also offer special discount options applicable to new or expanded demand requirements.

For customers still affected by industry regulation, the Company has aggressively developed new rate options specifically targeted at applications marked by competition among energy sources, and in 2000 we took the lead among power providers nationwide in launching a succession of such options. One example is our “Hap-E (Happy) Plan”

offering discounted rates to household customers who rely entirely on electric power to meet all their energy needs; the program has resulted in a dramatic increase in totally electric homes and adoption of electric kitchens.

Customer Service Enhancement through Advanced IT

In July 2000 we completed the launch of “one-stop” customer services at all of our sales offices. The one-stop system utilizes state-of-the-art information technology interfacing to improve our management efficiency and boost customer satisfaction, by enabling us to respond more precisely and far more swiftly to customer inquiries and service requests. Already the system is making a major contribution to raising the level of satisfaction among our customers.