



## Devising timely marketing strategies in step with the evolving needs of the customer



With the full spectrum of its Group resources, Kansai EP is transforming itself into a provider of energy solutions tailored to customer needs.



### 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 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 Group wide. To fully apply our technical skills, accumulated through long years of experience in the electricity business, so as 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 in line with 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 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 through reliance on electricity.

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 changing needs of the market.



### Pricing Strategy Geared to Changing Parameters

The Company is also carrying out a dynamically aggressive pricing strategy in a quest to maintain 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 tailor-made to their specific needs and energy usage patterns.

For customers still affected by industry regulation, the Company has aggressively 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, offers 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.

### Enhanced Customer Service Enabled by Advanced IT

In a quest for greater management efficiency and customer satisfaction, we have launched 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 also commenced operation of a call center in the heart of Osaka incorporating the latest CTI (computer telephone integration) technology. In ways like these, we intend to continue seeking ever higher customer satisfaction ahead through active use of IT.