

Focus 2

Listening to Our Customers

Reinforcing trust by providing optimal services



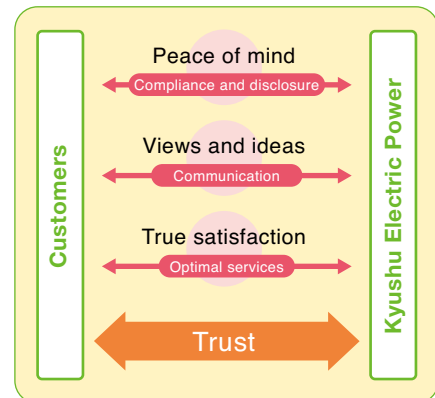
Kyushu Electric Power sponsored an event to highlight the energy savings and contributions to lower carbon dioxide emissions of its Eco Cute water heating system in Tenjin, Fukuoka, on February 16 and 17, 2008. A number of attendees wrote down their ideas on energy-saving techniques on leaf-shaped stickers that they placed on a large board.

Stickers with energy-saving ideas

Making Customer Trust Our Top Priority

The trust that we have built with customers in serving them is invaluable.

Maintaining their trust remains our top priority. We have thus stepped up compliance and disclosure to provide customers with peace of mind by operating transparently, in line with the law and our commitment to ethical conduct. We communicate extensively with customers and offer optimal services that we hope will truly satisfy their requirements.



Providing Peace of Mind through Compliance and Disclosure

Protecting Personal Information

We recognize that it is essential to safeguard the individual rights and interests of our customers. We therefore formulated basic policies and guidelines to properly handle and protect personal information, and ensure that our employees and vendors properly understand and adhere to them (see page 27 for details).

Better Communicating Disaster Information through Our Mobile E-mail Service

In January 2008, we launched a service to e-mail preregistered cell phone addresses if typhoons and other disasters cause outages. We plan to improve this service in response to customer views and ideas to ensure that we keep them better informed (see page 29 for details).

In keeping with our policy of making customer trust our top priority, we listen closely to our customers and strive to provide services that truly please them.



Communicating with Customers

Kyushu Electric Power Advisor System

Under this system, external experts directly advise the president, executive vice president and other senior executives on all aspects of operations.

Roundtable Talks with Customers

Our customer service office hold gatherings with local community leaders and other customers to obtain feedback for our operations. The president attends some of these meetings every year to directly solicit customer views.

Seeking Dialogue

Every October, we conduct a campaign to thank Kyushu Electric Power customers, taking numerous opportunities during that time to deepen dialogue with customers and local community leaders.

Soliciting Feedback When Dealing with Customers

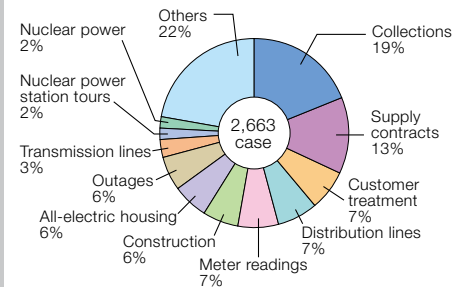
We instituted a program to obtain more customer feedback by having people at call centers and in the field ask customers if they want to voice additional opinions.

Rainbow System

We built this system to allow all employees to input and retrieve customer opinions on their computer terminals. The system deals with opinions from daily operations, meetings and visits. We regularly use summaries of business improvement cases and other information registered in the system for Companywide initiatives to bolster customer satisfaction.

▼ Rainbow System cases by category in FY 2007

■ Customer opinions by category



▼ Examples of improvements in response to customer feedback

Subject	Customer opinions	Our responses
Electricity contract	I didn't know that you halve the basic charge if I consume no electricity.	We will better inform customers through our Web site and by putting such information on the back of meter reading slips and power application forms.
Meter readings	The text on the back of the meter reading slips is dim and hard to read.	We will switch to three-color printing in May 2008.
All-electric housing	Someone claiming to be from Kyushu Electric Power tried to sell me an all-electric housing system over the phone.	In light of several cases of stores engaging in dubious sales solicitations for all-electric housing, in July 2007 we posted cautions about such activities on our Web site.
Outages	I didn't know how to use the limiter and breaker switches when a typhoon caused an outage. We didn't have any information on what to do when outages occur.	We produced a pamphlet with instructions on using the switches after outages and on confirming outages and distributed this publication with meter reading slips to all houses in July 2007. From July 2007, we launched a service on our PC and cell phone Web sites to swiftly show outage rates by prefecture and municipality after typhoons and other major disasters and inform customers when we expected to restore power.
Others	There are lots of potholes in the branch's car park. I get my feet wet when getting out of my car.	We will quickly investigate and repair the worst potholes.

Proposing Energy-Saving Lifestyles



Encouraging Energy-Saving Lifestyles

Customers are fast becoming concerned about environmental and energy issues. We suggest energy-saving lifestyles that enable customers to address those issues through simple measures when using electricity.

Energy-saving goal

Cut carbon dioxide emissions by 80,000 metric tons annually in FY 2008

Specific initiatives

- Heavily publicize ways to save energy
- Provide consulting on saving energy
- Promote the use of electric cooking ranges and Eco Cute

Recommending All-Electric Housing (Induction Heating Cooking Ranges Plus Eco Cute)

We advise customers to choose all-electric housing, encompassing everything from cooking ranges and water heating to air-conditioning. Such housing provides peace of mind and is comfortable, economical and environmentally friendly, and thus improves customer satisfaction while protecting the environment.

We are heavily marketing the Eco Cute water heating system as a key to cutting household energy consumption.



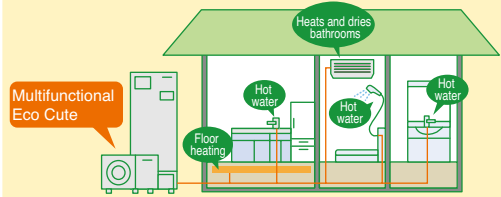
Eco Cute—Good for the Environment and Household Budgets

The environmentally friendly Eco Cute uses a heat pump (see note below) to boil water, reducing energy consumption and slashing carbon dioxide emissions. Another advantage is that the system does not produce chlorofluorocarbons that damage the ozone layer, instead using carbon dioxide from the atmosphere as a coolant. Nighttime electricity rates apply to Eco Cut, so it is also economical.

The nationwide installation goal for Eco Cute is 5.2 million units by FY 2010. This system will play a vital role in Japan meeting its Kyoto Protocol targets, and the government is accordingly subsidizing people who switch to this system.

Multifunctional Eco Cute

This next-generation system automatically provides hot tap and bath water, heats and dries bathrooms and heats floors.



Note: A heat pump contributes to high efficiency and energy savings because it harnesses heat from the atmosphere at triple the rate obtained from electrical energy.

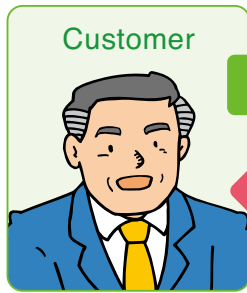
Providing Information on Saving Energy

We distribute pamphlets to customers that show how easy it is to save energy and publicize energy-saving ideas through our Web site and television commercials. Home advisers at our branches hold classes that show customers how to use electricity more efficiently.



Information pamphlet about saving energy

Optimal Services for Corporate Customers



Customer

Needs

Optimal proposals and services



Solutions Group
Oita Customer
Service Office
Oita Branch
Takamasa Yoshioka

The prime role of account managers like myself is to make it easy for customers to seek consultations about their facilities issues and work with customers to resolve their energy-saving needs by suggesting electrical heating, heat pumps and other systems. I want to earn even more trust from customers so they feel that they can ask me about anything. I work hard every day to put my bright and fresh character to good use with my customers.

Total solutions

High-efficiency equipment (electric kitchens and air-conditioning)

Energy savings consulting

Technical consulting on facility operations

Optimal fee options

Group products and services

See pages 60 to 62

Commercial electric kitchens

Do you have these kitchen issues?

It gets hot and steamy!

Cleaning up is tough!

We're worried about food poisoning!

We want to cut our utility bills and reduce our carbon dioxide emissions!

Electric kitchens resolve all these issues.

● The eKitchen Commercial Electric Kitchen Demonstration Booth

We have installed these booths in Kitakyushu and all prefectural offices. Customers can try electric cooking for themselves at no charge.

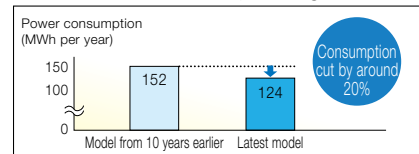
We also arrange free cooking seminars by professional chefs. Contact your nearest sales office for further details.



Electrical air-conditioning

Installing electrical air-conditioning systems that employ heat pumps will save energy and cut carbon dioxide emissions. Recent technological developments have boosted energy savings even further.

▼ Energy consumption compared with models launched 10 years ago



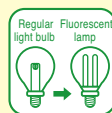
Note: The energy saved in a 5,000 m² office

Energy savings

We present case studies on customers that have benefited from deploying our systems and offer consultations on ways to save energy.



Lighting



Consider saving energy by switching from regular light bulbs to fluorescent lamps.

Fluorescent lamps last six times longer than regular light bulbs and consume just one-third of the energy. These lamps are particularly economical in locations where lights stay on for long times.



Save money by turning lights off when you don't need to use them.

Leave lights on where the circuits for light fixtures are not segmented and in unused areas. Take advantage of natural lighting and turn off lighting near windows where appropriate.