

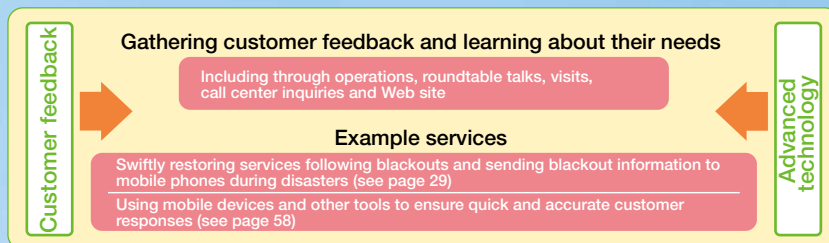
# Services that truly satisfy

Added-value services balance comfort and environmental concerns

## Better Interaction with Customers

We take every opportunity to gather customer feedback and learn about their needs through roundtable talks, visits and other means. We deliver optimal services that draw on information technology and other advanced tools.

### ▼ Deploying optimal services



### Kyushu Electric Power Advisor System

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

### Roundtable Talks with Customers

Our customer service office holds gatherings with local community leaders and other customers to obtain suggestions for our operations.

### Seeking Dialogue

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

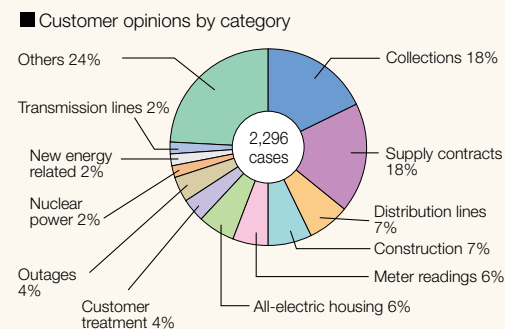
### Soliciting Feedback When Dealing with Customers

We instituted a program to obtain more customer feedback by having employees at call centers and in the field solicit other opinions.

### Rainbow System

We built this system to allow all employees to input and retrieve customer opinions on their computer terminals. This setup shares opinions from daily operations, meetings and visits. We internally disseminate the information and reflect it in our business plans and operational improvements to bolster customer satisfaction.

### ▼ Rainbow System Inputs in FY2008



### ▼ Examples of improvements in response to customer feedback

Subject	Customer opinions	Our responses
Meter readings	The environment is a very topical subject. How about including environmental information on meter slips, such as by showing CO <sub>2</sub> that each customer emits from consuming electricity?	In October 2008, we began presenting our formula for CO <sub>2</sub> emissions from electricity consumption on meter slips. Customers CO <sub>2</sub> emissions in kilograms=electricity consumption in kWh x 0.387 (a coefficient based on our FY2007 emissions)
Fee collections	I asked to pay my power bills by electronic transfer and received an application form. When I later said I would prefer to pay by credit card I was told I had to fill out a different application form. This process took considerable time. I wonder if you can unify the application form?	We created a single application form that offers payment options.
Electricity contracts	There have been fraudsters posing as employees of Kyushu Electric or one of its affiliates. Shouldn't you publicize this to prevent more people being victimized?	We ran a television commercial to inform people and included a notice in television programs that we sponsor. In March 2009, we raised public attention through warnings on the backs of meter slips and on our Web site. We also distributed flyers before regular inspections by representatives of the Kyushu Electrical Safety Inspection Association.



## Proposing Comfortable and Energy-Saving Lifestyles

### Comfortable and Energy-Saving Lifestyles

Customers are fast becoming concerned about environmental and energy issues. We think with our customers in mind about energy-saving lifestyles that are both comfortable and environmentally-sound, and consider simple ways to address them in using electricity.

#### Specific initiatives

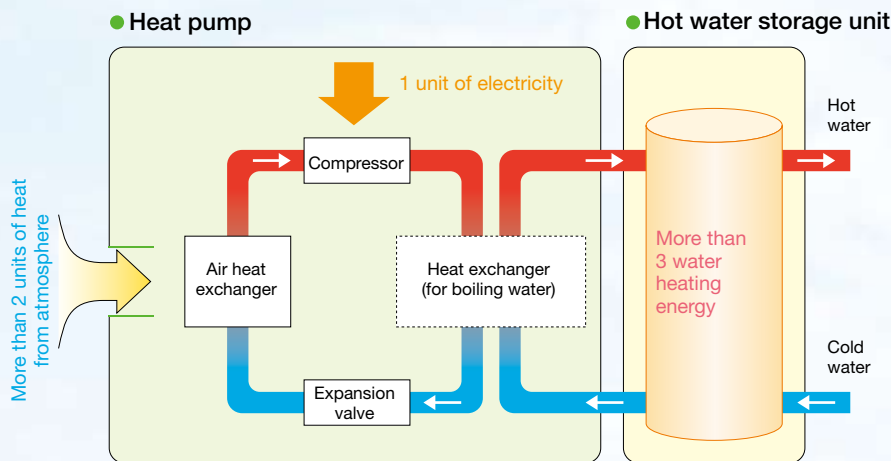
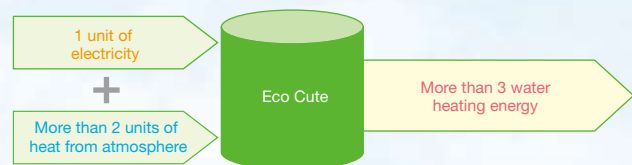
- Gathering energy-saving ideas from customers
- Active sales promotion to save energy
- Promoting all-electric housing centered on energy-efficient Eco Cute equipment

#### Energy-saving goal

Cut CO<sub>2</sub> emissions by 90,000 metric tons annually in FY 2009

### Eco Cute, an Environmentally-Friendly and Efficient Electric Water Heater

Eco Cute is a heat pump water heater that efficiently harnesses heat from the atmosphere at more than 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.

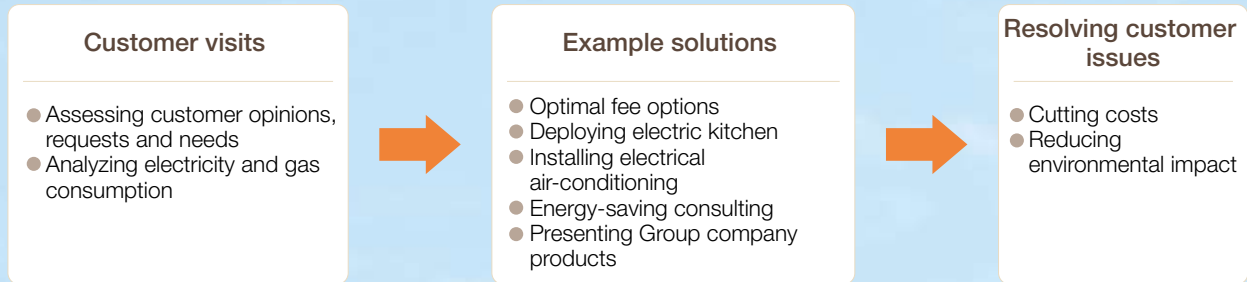




## Optimal Services for Corporate Customers

### Marketing Total Solutions

Account managers at each customer service office help us to better address the issues and needs of corporate customers. The managers draw on Group resources to handle comprehensive energy requests and counseling needs, create fee proposals that reflect power consumption and consult on electric kitchens, electrical air-conditioning and energy-saving ideas.



**Electrify to create the ideal kitchen!**

**We eliminate kitchen hassles with electricity.**

#### Common requests

- A cooler kitchen
- Less cleaning
- Lower food poisoning risks

#### Cool & Clean

There are no flames, so you get a safe and comfortable kitchen that is always clean.



- Consistent results from all cooks
- Higher calorific performance
- Need to prepare dishes quickly

#### Control & Productivity

Electric kitchens flexibly deliver outstanding operational and heat efficiency.



- Save energy
- Cut CO<sub>2</sub> emissions
- Conserve space with better layouts

#### Ecological & Compact

The absence of flame is better for the environment, and you can save space with more flexible layouts.



See, touch and experience!

Visit our **eKitchen** at your nearest demonstration booth.

No charge

Note: Contact your nearest Customer Service Office or visit our Web site for details.

Kyushu Electric e Kitchen

Click

[http://www.kyuden.co.jp/service\\_kitchen\\_index](http://www.kyuden.co.jp/service_kitchen_index)





## Customer Appreciation Campaign

We undertake Companywide initiatives to deepen customer trust. A highlight is our annual Customer Appreciation campaign between October 20 and 31, as part of which top executives and employees alike visit customers from various locations, hold roundtable talks, and check the wiring of valuable cultural facilities and the homes of elderly customers.



**Gateball game**  
(Genkai Nuclear Power Station)



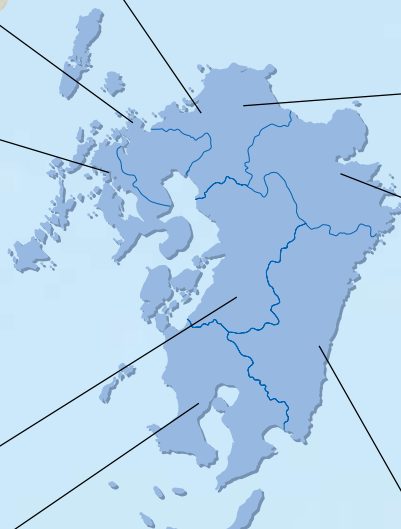
**Distributing seedlings**  
(Headquarter and Fukuoka branch office)



**Digging up potatoes**  
(Iizuka Power System Maintenance office)



**Yosakoi Water Station Volunteers**  
(Sasebo customer service office)



**Cleaning up Oita Castle ruins**  
(Oita branch office)



**Cutting trees at Aoi Aso Shrine**  
(Hitoyoshi customer service office)



**Yukari-Gakuen visit**  
(Kagoshima customer service office)



**Open Day**  
(Miyazaki Power System Maintenance office)

### Group Company Initiative

#### Kyudenko Corporation's Sawayaka Community Season Initiative

This effort started in 1969 with what was then called Service Month. Kyudenko personnel inspect equipment and clean around local important cultural and welfare facilities, aiming to make root of community by contributing to the happiness of local residents.

