

## Corporate Overview



### KANA SEM for Web Self-service

KANA's Self-Service solution guides users through every step of their self-service inquiry- from research to resolution -by delivering the right knowledge at the right time using the context of the service experience.

### KANA SEM for Agent Desktop

Adaptive Desktop dynamically responds to the needs of your agents during service interaction. Channel-agnostic and context-driven, it provides access to all of the contextual knowledge, applications, and tools needed to resolve an inquiry.

### KANA SEM Experience Analytics:

A Social CRM listening and engagement solution. Understand topics, sentiment, and trends from Twitter, Facebook, emails, surveys, chat, and other customer communications.

### KANA SEM Knowledge Management

Proven solutions for contact centers and customer self-service, KANA intelligently guides agents and customers through inquiries to deliver quick and effective responses.

## The Power Behind the Ideal Customer Service Experience

Creating loyal customers is the lifeblood of your business. It used to be that product and price made the difference. But in a world of relentless competition and product similarity, customer service is now the proven differentiator. More than anything else, customers care about how they are treated as the reliability, speed, and simplicity of service drive customer retention and profitability. It's time for customer service to deliver the experience customers want — while balancing the cost, compliance and revenue objectives to benefit your business.

And that is exactly what KANA has been doing for more than a decade.

KANA helps the world's best known brands master the service experience by delivering consistent, knowledgeable conversations with customers across every channel — email, chat, phone, and the Web.

More than half the Fortune 50 and companies including AT&T, Bank of America, Dell, eBay, Garmin, JetBlue, MetLife, O2, Sprint, Staples, Wells Fargo, Xerox, and Yahoo! rely on KANA to set a new standard for the service experience and build deeper, more profitable customer relationships. In every industry, companies have discovered the power of KANA solutions to improve agent productivity by as much as 75% while achieving double-digit increases in customer satisfaction.

KANA solutions represent one of the best decisions you can make for your customers and your company. Your customers gain highly responsive consistent service delivered across multiple channels. Your company benefits with improved resolution rates, better resource use, personalized interactions, compliance with regulations, and the ability to turn service centers into profit centers.

*"We saw an immediate 50 to 75 percent improvement in productivity. After only one week of using the product, the average response time per message was cut by more than half."*



## KANA Email, Chat, Co-Browse

Deliver the channel flexibility customers demand with KANA solutions for email response, chat and co-browse. KANA optimizes service operations to manage millions of interactions across channels while making it simple for customers to do business with you.

KANA Service Experience Management (SEM) is a comprehensive platform bringing together Business Process Management, Case & Knowledge Management, Agent Desktop and Analytics to help you deliver the ideal service experience. With KANA SEM, you can:

- Adapt quickly to new business opportunities, service requirements, and enterprise growth.
- Simplify the process of providing agents and customers with the right information in the shortest amount of time using dynamic, context-driven intelligence and advice.
- Offer consistent service over your customer's channel of choice with seamless multi-channel solutions.
- With more than 10 years of best-practice expertise, KANA Global Services are ready to help you implement a sound customer service strategy that is tailored to your exact business needs.

“Our key concern was to improve our customer service capabilities and deploy applications that would scale as our customer base grew. KANA has enabled us to meet both goals and the solutions have paid for themselves many times over.”

Ron Rose, CIO  
Priceline.com

“Immediately we saw our CSRs' productivity jump by 10 percent, and it's been growing steadily ever since.”

Randy Scollin, Director of Strategy & Implementation  
Staples

## KANA Customers

### Communications

O2  
AT&T  
BSkyB  
Brighthouse Networks  
COX Communications Inc.  
Hutchison 3G  
Sprint  
T-Mobile  
Telecom Austria  
Telenor  
Time Warner Cable

### Financial Services

Bank Leumi  
Bank of America  
Barclays  
Capital One  
Citibank  
HSBC  
IFDS Group  
ING Postbank  
JP Morgan Chase  
Principal Financial Group  
TD Ameritrade  
TD Waterhouse UK

### Government/Education

City of Amsterdam (Gemeente

Amsterdam)  
City of San Francisco, CA  
City of Toronto, ON  
City of Boston, MA  
Defense Information Systems Agency  
HM Revenue and Customs

### Retail

American Girl  
Avon  
Barnes & Noble  
Best Buy  
Carphone Warehouse  
Com Hem  
eBay  
Estee Lauder  
Home Depot  
JC Penney  
Sears  
Staples  
Target  
The Gap  
Tiffany and Co.

### Health Care and Insurance

Abbott Laboratories  
Allergan  
Athena  
Blue Cross Blue Shield Minnesota  
CIGNA Healthcare

Highmark  
Kaiser Permanente  
MetLife  
UnitedHealth Group  
Wellpoint

### High Technology

Dell Computer Corp.  
DST Systems  
Garmin  
IBM Global  
Siemens  
Sony Electronics  
Xerox  
Yahoo!

### Hospitality/Transportation

American Airlines  
Avis Budget Group  
Best Western International  
Carlson Companies  
Delta Airlines  
Disney  
Icelandair  
JetBlue Airways  
Priceline.com  
Starwood Hotels & Resorts  
USAir