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## **Celebrated Author and Industry Thought Leader Joseph Jaffe to Host KANA Webinar**

***How “Flipping the Funnel” Helps Companies Use Customer Experience  
as Their Key Strategic Differentiator***

**Sunnyvale, CA — November 3, 2010** — KANA Software, Inc., the world leader in software solutions for Service Experience Management (SEM), today announced that Joseph Jaffe will host its November Webinar on how marketing executives can leave behind outdated customer acquisition practices and focus on “flipping the funnel.” The webinar will take place on November 10 from 11-12 pm PST. To register, go to <http://www.kana.com/webinars/flip-the-funnel.php?ref=1>

One of the industry’s most respected thought leaders on customer experience and retention, Jaffe will explain:

- What’s wrong with the traditional funnel and why it’s necessary to “Flip” it
- What the new flipped funnel looks like
- How to be a social brand – and why the real role of social media is retention
- Why retention is the new acquisition and how customer service is the new marketing/PR/Crisis Communication
- New models to understand customer advocacy, activism and influence

Joseph Jaffe is Chief Interruptor of Powered, the newly created full-service social media agency with scale. Previously, Jaffe founded and ran a strategic consulting practice called crayon, which was recently acquired by Powered. Crayon's clients included The Coca-Cola Company, Panasonic, Kraft Foods and H&R Block. Jaffe’s popular blog and audio podcast, “Jaffe Juice,” provides daily and weekly commentary respectively on all things new marketing. Jaffe is the author of three books: *Life After the 30-Second Spot*, *Join the Conversation* and *Flip the Funnel*. His podcast was voted a Readers’ Choice Award as “Best Marketing Podcast” by MarketingSherpa. Jaffe’s sharp shooting commentary has been seen on *CBS Evening News*, *ABC World News*, *Bloomberg*, *NPR*, *The Wall Street Journal*, *New York Times*, *USA Today*, *Fortune*, *Newsweek*, *Business Week*, *Ad Age* and *Adweek*.

**About KANA Software, Inc.**

KANA, the leader in Service Experience Management, provides solutions that deliver a customer-focused service experience that successfully balances customer interests with business goals. Service Experience Management uniquely unifies business process, case and knowledge management for customer service organizations. It leverages KANA's expertise in delivering consistent service across all communication channels, including email, chat, call centers, and Web self-service. KANA's Service Experience Management solutions allow companies to control every step within each customer interaction to deliver the ideal service experience. KANA's clients report double-digit increases in customer satisfaction, increased revenue growth while reducing contact center costs by an average of 20 percent. KANA's award-winning solutions are proven in more than 600 companies worldwide, including approximately half of the world's largest 100 companies. KANA is backed by Accel-KKR, a technology-focused private equity investment firm. For more information, visit <http://www.KANA.com>.

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