



**FOR IMMEDIATE RELEASE**

**LEADING CUSTOMER EXPERIENCE EXPERT AND KANA CUSTOMERS TO  
SPEAK AT THE KANA EMEA CUSTOMER SUMMIT**

***Best Practices for Taking Control of the Service Experience***

**Menlo Park, Calif. – July 27, 2010** – [KANA Software, Inc.](#), a world leader in Service Experience Management, today announced that the company's annual EMEA Customer Summit will be held on the 4<sup>th</sup> and 5<sup>th</sup> October 2010, in Warwickshire, UK. KANA expects more than 100 EMEA customers to attend this event to share best practices and hear from experts on how they can take control of their service experience.

The theme of this year's event is the "Evolution of Customer Service", focusing on how business process management coupled with multi-channel service are enabling a new era of empowerment for Customer Service managers.

"The EMEA Summit gives our customers the personalized attention and support they need to make the most of their current investment in KANA, and understand how they can evolve their solutions to deliver great service," said Mark Duffell, KANA's CEO. "It's an opportunity for our customers to share best practices with one another. It's also a great forum for customers to collaborate with KANA and industry-leading customer service experts."

KANA's EMEA Customer Summit will feature case studies by KANA's EMEA customers, technical deep-dives into KANA's current solution set and a guided hands-on demo of KANA's latest service experience management (SEM) solution. KANA will also discuss targeted roadmaps, individualized for each customer, on how to upgrade their current KANA solutions to take advantage of the power of KANA's SEM solution.

The EMEA Summit will also feature keynote speaker [Shaun Smith](#). Shaun Smith has been a catalyst in expanding management focus from the tactical issues of customer service to the wider strategic issue of customer experience. He has helped organizations world-wide create a compelling customer experience that achieves brand differentiation and customer loyalty.

The Summit will be followed by a half-day of optional Certification Program for KANA customers.

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**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. For more information, visit <http://www.KANA.com>.

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