



## **The Carphone Warehouse Receives KANA Summit Award for Peak Achievement in Customer Service**

*Leading independent mobile phone retailer raises first-call fix rate to 89%;  
Boosts productivity of customer service teams across UK, India and South Africa*

**Menlo Park, CA and London, UK – April 14, 2009** – [KANA](#) Software (OTCBB: KANA.OB), has named The Carphone Warehouse the recipient of its annual Summit Award for outstanding achievement in [customer service](#). The KANA Summit Award recognizes an organization that demonstrates exceptional commitment to serving its customers and combines people, processes, and technology to enhance the service experience.

The Carphone Warehouse is Europe's leading independent retailer of mobile phones and services, with 1,700 stores across Europe and customer service teams throughout the UK, India, and South Africa.

The Carphone Warehouse's strategy is based on superior product selection and service and unbiased advice. The company's [Five Fundamental Rules](#) have long guided its service strategy, and in the past year a renewed focus on service drove The Carphone Warehouse to launch a global knowledge management initiative to achieve a consistent, quality service experience for customers in every market it serves. The Carphone Warehouse uses KANA solutions to provide a central knowledge source for its global customer service organization, as well as self-help tools that offer customers quick and easy access to information online.

One of The Carphone Warehouse's goals was to raise the number of inquiries that are resolved on the first contact. By providing agents with the right information in the right context at the right point in the service experience, The Carphone Warehouse team successfully increased their first-time fix rate to 89 percent.

KANA technologies implemented within The Carphone Warehouse include [KANA IQ](#), a knowledge management solution for customer service agents that dramatically reduces the time it takes to answer customers' enquiries, as well as [KANA Response](#), an email management service that automates and streamlines high volumes of email and Web form management.

The Carphone Warehouse employs KANA's solutions in three UK call centres and in over 800 retail branches, as well as the company's customer service outlets in India and South Africa. KANA was chosen after a thorough competitive review for its expertise and ability to deliver a

superior customer service experience across multiple internal and external communication channels, while providing the right knowledge in the right context.

Anne Wood, Head of Knowledge Management and Self-Help for The Carphone Warehouse, said, "As a market leader that understands the link between outstanding customer service and customer retention, we are committed to the investment in technology and culture to ensure that our customers have an excellent service experience. With KANA, we can effectively respond to a high volume of enquiries across multiple channels, delivering a superior experience to our customers and our customer service agents, while reducing costs."

On why The Carphone Warehouse chose KANA as the basis for its customer service programme, Ms. Wood continued, "We undertook a thorough review of our business needs, reviewed existing KANA customers and the benefits they had realised. Then, our knowledge management team and IT project managers were able to work with KANA's experts to devise the most effective customer service system."

Michael S. Fields, CEO of KANA, said, "Each year, the KANA Summit Award is given to an organization that shows a deep commitment to customer service excellence. We have many customers who demonstrated outstanding commitment to customer service during a challenging business climate this past year, and The Carphone Warehouse stood out for their team's extraordinary efforts to enhance the service experience for their customers across Europe."

Fields continued, "Every company knows that customer satisfaction is not achieved overnight, but built over time with each service experience. With its unmatched commitment to quality and to continuous improvement, The Carphone Warehouse has shown true dedication to its customers. KANA is pleased to recognize The Carphone Warehouse in its mission to offer customers the best service in the industry."

### **About The Carphone Warehouse**

The Carphone Warehouse is the largest independent mobile phone retailer in the world with 2,500 stores operating across 10 markets. The company is committed to offering impartial and expert advice on the widest range of the latest products plus unbeatable aftersales care. For more information, visit [www.carphonewarehouse.com](http://www.carphonewarehouse.com) or contact The Carphone Warehouse Direct Sales at 0800 925 925.

### **About KANA Software, Inc.**

KANA Software, Inc. is a world leader in multi-channel customer service solutions. KANA's solutions allow companies to deliver consistent service across all channels, including email, chat, call centers, and Web self-service, giving their customers the freedom to choose the service they want, how and when they want it. KANA's clients report double-digit increases in customer satisfaction, while reducing call volumes by an average of 20%. KANA's award-winning solutions are proven in hundreds of companies worldwide, including approximately half of the Fortune 50. For more information, visit [www.kana.com](http://www.kana.com) or call 1-800-737-8738.

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