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5 Best Practices to Improve the Service Experience in Financial Services

Date: Wednesday, May 28, 2008

Time: 10:00am PT / 1:00pm ET

Sponsors: KANA Software, Inc.

Presenter: Mr. Justin Anovick, Director, Sales Consulting

A recent KANA-IBM study of online service capabilities, showed that 95% of financial services websites couldn't answer a simple question, and only 6% offered escalation to email.

How can you increase customer loyalty while trying to reduce your cost of service across the board? What makes some companies successful at self-service, while others fail? Why are some companies able to achieve the benefits of Web self-service, a better experience for customers and reduced costs for the enterprise while others fall short?

This highly informative one-hour webcast will delve into this subject and provide specific strategies that can help you design more successful customer service interactions across multiple channels. Justin will demonstrate in a very visual manner how your Web self-service and contact center customer service desktops can guide users efficiently and effectively to the answers they seek.

Attendees to this informative one-hour webinar can expect to take away these three important points:

- Learn how to deliver contextual service so that customers can get the answers they need without having to navigate away from their current transaction.
- Discover how you can keep the context of what the customer has done online and pass it through to other channels ensuring they never have to repeat themselves.
- Uncover the secrets of "agile channeling", giving your customers the right channel choice based on their issues and the context of their inquiry.

Justin Anovick, Director of Sales Consulting

Justin Anovick leads the Sales Consulting organization at KANA Software, driving the development and distribution of high-quality, representative demonstrations of KANA Solutions and the positive effects they can have on customer satisfaction. His work experience includes over eight years in the eService market space and he has been involved in the development and implementation of eService solutions in several of the world's largest banks. Justin's developments in the area of Best Practices in Customer Service have helped spawn a new direction in eService for retail banks in the US, Canada and the United Kingdom.

About KANA

KANA is a world leader in multi-channel customer service. KANA's integrated solutions allow companies to deliver consistent, managed service across all channels, including email, chat, call centers and Web self-service, so customers have 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 more than 600 companies worldwide, including approximately half of the world's largest 100 companies. For more information visit www.kana.com

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