



FOR IMMEDIATE RELEASE

KANA Webinar to Discuss "Uncovering the DNA of Great Customer Service"

KANA and SSPA analyst to highlight award-winning practices in customer service

MENLO PARK, Calif.--March 10, 2008--KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it will host a webcast titled, "Uncovering the DNA of Great Customer Service," on Thursday, March 13th, 2008 at 11:00 AM PDT/ 2:00 PM EDT. The event will be held in conjunction with the SSPA, the largest and most influential trade association for customer service and support professionals.

John Ragsdale of the SSPA and Stephen Kraus of KANA will explore the best practices that differentiate award-winning customer service organizations from the competition. The session will also feature case studies of enterprises that have been recognized by J.D. Power and Associates for achieving the highest levels of customer satisfaction in their industries.

During this webcast, attendees will learn:

- Best practices for designing consistent service experiences across multiple channels
- Which strategies, tools and processes are most effective in raising resolution rates and boosting agent satisfaction
- Real-world examples of technologies that truly "move the needle" in exceeding customer expectations

Who: Mr. John Ragsdale, Vice President, Research, SSPA

Mr. Stephen Kraus, Director of Product Strategy, KANA Software, Inc.

What: "Uncovering the DNA of Great Customer Service"

When: Thursday, March 13, 2008 11:00 AM PDT/2:00 PM EDT

Where: Register for this informative one-hour web-seminar at:

https://admin.acrobat.com/_a40127243/sspawebcast/event/registration.html (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)