



FOR IMMEDIATE RELEASE

KANA Webinar to Pinpoint Best Practices for Better First-Call Resolution

KANA and industry analyst Dr. Natalie Petouhoff to discuss the importance of 'Getting it Right the First Time'

MENLO PARK, Calif. – June 23, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it will join with Forrester analyst Dr. Natalie Petouhoff and SourceMedia, publishers of American Banker and Bank Technology News, to host an hour-long Webcast titled, "Getting it Right the First Time, Six Best Practices that Lead to Higher Rates of First-Call Resolution," on Wednesday, June 25, 2008 at 9:00 AM PDT/ 12:00 PM EDT.

Getting the right answer to front-line service personnel, quickly and easily, is one of the most effective methods of increasing first-call resolution, which in turn raises customer satisfaction. Dr. Natalie Petouhoff, research analyst, Forrester Research and Keith Holt, director of product strategy, KANA Software, will discuss what contact centers can do to achieve this key performance indicator. They will look at the main challenges and factors that work against getting it right the first time, and discuss six best practices that can help companies overcome these obstacles.

Attendees will learn how to:

- Communicate effectively with the customer to gain context
- Utilize all available knowledge resources to deliver the right result
- Validate the resolution with the customer before closing the call

Who: Dr. Natalie Petouhoff, research analyst, Forrester Research
Mr. Keith Holt, director of product strategy, KANA Software

What: "Getting it Right the First Time, Six Best Practices that Lead to Higher Rates of First-Call Resolution"

When: Wednesday, June 25, 2008, 9:00 AM PDT/12:00 PM EDT

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

<http://register.sourcemediaconferences.com/webevent/kana.cfm?sourcecode=print>