



FOR IMMEDIATE RELEASE

KANA Webinar Underscores Value of First Call Resolution

KANA and CRM Magazine to discuss best practices

MENLO PARK, Calif. – May 20, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it will host an hour-long webcast with CRM Magazine titled, “Getting it Right the First Time, Six Best Practices that Lead to Higher Rates of First Call Resolution,” on Wednesday, May 21, 2008 at 11:00 AM PDT/ 2:00 PM EDT.

One of the key performance indicators for increasing customer satisfaction is the percentage of customer service issues that can be resolved with the first call. Getting the right answer to the front-line service personnel quickly and easily, is one of the most effective methods of increasing this key performance indicator.

In this one-hour webcast David Myron, editorial director, CRM Magazine and Keith Holt, director of product strategy, KANA Software will look at the primary challenges and factors that work against getting it right the first time. They will also discuss six best practices that can help to overcome these obstacles without sacrificing agent productivity.

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: Mr. David Myron, editorial director, CRM Magazine
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, May 21, 2008 at 11:00 AM PDT/2:00 PM EDT

Where: Register for this informative one-hour web-seminar at:
<http://www.destinationcrm.com/webevents/details.asp?eventid=295>

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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