



FOR IMMEDIATE RELEASE

KANA Webinar to Discuss the Secrets of Great Customer Service

KANA and Leading CRM Publication to Address Customer Service and Loyalty Best Practices

MENLO PARK, Calif.--March 19, 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, "Uncovering the Secrets of Great Customer Service: How Do the Best Companies Achieve Award-Winning Status?" on Wednesday, March 19th, 2008 at 11:00 AM PDT/ 2:00 PM EDT.

Bob Fernekees, publisher of CRM magazine, and Esteban Kolsky and Stephen Kraus of KANA will explore the means and best practices by which leading service providers have begun to design and master the service experience for maximum customer satisfaction and loyalty. 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. Bob Fernekees, Publisher, CRM magazine

Mr. Esteban Kolsky, Vice President and Practice Leader, KANA Software

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

What:

"The Secrets of Great Customer Service: How Do the Best Companies Achieve Award-Winning Status?"

When:

Wednesday, March 19, 2008

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=285>