



**FOR IMMEDIATE RELEASE**

## **What Makes Web Self-Service Really Work?**

**Date:** Tuesday, April 22, 2008

**Time:** 11:00am PT / 2:00pm ET

**Sponsors:** KM World, KANA Software, Inc.

**Presenters:**

Mr. Andy Moore, Publisher, KM World

Ms. Kate Leggett, Director, Product Strategy, KANA Software, Inc.

**Topic brief:**

A recent Forrester research study found that fully one-third of companies who host web self-service sites rate their own self-service capabilities as "below average". These findings were confirmed in recent KANA-IBM study of online service capabilities, which showed that 95% of websites couldn't answer a simple question, and only 6% offered escalation to email. What makes some companies successful at self-service, while most 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 highlighted by real-world examples of self service sites that work. She will also give you the ingredients that you can use to quickly improve the service experience your customers find in your self-service portals.

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

- Learn how you can maximize the online experience so your customers quickly find the answers they are looking for.
- Discover how you can make knowledge elements easier to find and more relevant to the customer's issue.
- Uncover the secrets of faster authoring and distribution of key knowledge.