

MEDIA ALERT

KANA European Customer Summit Offers Free Certification, Attracts Customer Service, Usability and New Marketing Luminaries

London – September 22, 2010

WHAT: KANA Annual EMEA Customer Summit

- Sessions to focus on how Service Experience Management helps companies deliver a customer-focused service experience that successfully balances customer interests with business goals
- Technical deep-dives into KANA's current solution set
- Guided hands-on demo of KANA SEM platform

WHO: Open to all KANA customers worldwide – free of charge

WHEN: October 4 (11 am to 6 pm) and October 5 (8 am to 3:30 pm)

WHERE: Coombe Abbey Hotel, Coventry, Warwickshire, UK

SPEAKERS:

Customer-lead discussions:

- Paul Blake of Three will be speak about 'Apps, Portals & Website Search - Moving Beyond the Standalone Support Knowledgebase' - the notion of pushing customer service via iPhone/iPad apps
- Sue Philpot from IFDS Group will speak about 'Regulated Yet Multi-Channel service' - providing multi-channel support to many customers within a regulated industry
- TELE2's Erik Lindström will speak about 'Unified Customer Service' - supporting many customers in many countries with many languages

Industry Speakers:

- Joseph Jaffe, one of the foremost thought leaders on marketing through customer service and best-selling author of *Flip the Funnel*, will speak on 'Customer Service is the New Marketing'
- Caroline Jarrett – author and usability expert will speak about how to 'Evolve your User Experience for Optimal Productivity'
- Shaun Smith – customer service and loyalty expert, will present on 'Crafting Customer Experiences that Achieve Brand Differentiation'

KANA Leadership:

- Mark Duffell – KANA CEO will speak about what customers can expect in 2011
- Mark Angel - KANA CTO and industry visionary to unveil KANA SEM version 11

FREE CERTIFICATION & ONLINE COMMUNITY:

- Half Day Certification Program for KANA customers – normally \$500, to be offered free of charge to all conference attendees on October 6
- KANA is hosting an online community for all attendees where presentations will be posted and customers can share thoughts - now live at http://www.kana.com/customer_summit_uk/about.html

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