



**FOR IMMEDIATE RELEASE**

## **KANA and LOVEFiLM Lead the Way to Superior Customer Service**

**Menlo Park, Calif. – May 5, 2010** – [KANA Software](#), Inc., a world leader in software solutions for Service Experience Management, recognized [LOVEFiLM](#), Europe's leading film and TV, digital and DVD rental subscription service with over 67,000 titles, as KANA's Customer of the Year for its exemplary use of KANA's applications and software.

The award was presented to LOVEFiLM's UK Customer Service Manager Toni Adams at the [KANA Customer Summit](#), held in Boston, MA on April 11-13.

KANA awarded LOVEFiLM this award for effective use of both KANA Response for email management, and KANA IQ for knowledge management for online customer service.

Fern O'Sullivan, Group Operations Director for LOVEFiLM commented, "LOVEFiLM prides itself on the strength and quality of its customer relations, so we're delighted to have received such an accolade. KANA's applications and software allow us to build upon the high level of service we strive to achieve and continue to streamline the LOVEFiLM experience for both new and existing customers."

Stuart Mills, Vice President, International Global Consulting for KANA said, "Effective customer relations are key to any company's success so we are excited to be working with a company like LOVEFiLM which uses KANA applications to fully realize and implement a first class customer service model."

**###**

### **About KANA Software, Inc.**

KANA, the leader in Service Experience Management, provides solutions that deliver a customer-focused service experience that successfully balances customer interests with business goals. Service Experience Management uniquely unifies business process, case and knowledge management for customer service organizations. It leverages KANA's expertise in delivering consistent service across all communication channels, including email, chat, call centers, and Web self-service. KANA's Service Experience Management solutions allow companies to control every step within each customer interaction to deliver the ideal service experience. KANA's clients report double-digit increases in customer satisfaction, increased revenue growth while reducing contact center costs by an average of 20 percent. 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 <http://www.KANA.com>.

NOTE: KANA is a registered trademark of KANA Software, Inc. All other company and product names may be trademarks of their respective owners.

## About LOVEFiLM

- In a little over 6 years LOVEFiLM has become a leading European film and TV subscription service combining the benefits of instantly watched movies via the LOVEFiLM Player on your TV or PC, and DVD rental - allowing customers to choose *how* they want to watch. With a selection of over 67,000 titles, including HD/Blu-ray and video games, LOVEFiLM offers Europe's largest choice
- LOVEFiLM has over 1.3 million members and operates in the UK, Sweden, Norway, Denmark and Germany
- LOVEFiLM weekly newsletters reach over one million members
- LOVEFiLM was a pioneer in digital film delivery in the UK and has recently launched the LOVEFiLM Player with thousands of digital titles available for members to watch on their TV or PC. The LOVEFiLM Player is available to all users of LOVEFiLM. For those on an unlimited package the service comes at no extra cost. Premium titles are available to everyone on a pay-per-view basis, and a number of titles are available to all site visitors for free with advertising support
- The LOVEFiLM Player is becoming available through a range of internet-enabled devices - including Sony and Samsung - taking LOVEFiLM directly into members' living rooms through their TV sets
- LOVEFiLM customers have generated 80 million ratings, 843,000 member reviews and generate around 2 million trailer views per month – information which helps LOVEFiLM to promote the most relevant titles for customers to choose from
- LOVEFiLM also sells DVDs, Blu-ray and video games through the LOVEFiLM shop
- LOVEFiLM was Hitwise's top website for July – Dec 2009 based on market share of visits among all UK websites in the Entertainment - Movies industry (ranked 4<sup>th</sup> in the Shopping and Classifieds - Video and Games industry)
- LOVEFiLM offers a range of rental options in each market with free postage and no late fees. In the UK these include £3.99 a month allowing members to have one DVD at a time (limit of two per month), £5.99 a month for one DVD at a time (limit of three per month), £7.99 for two DVDs at a time (limit of four per month), £9.99 a month for one DVD out at a time (Unlimited), £12.99 for two at a time (Unlimited) and £15.99 gives the option for three DVDs at a time (Unlimited). Members on an Unlimited package have access to the LOVEFiLM Player at no extra cost
- LOVEFiLM also offers a range of video games rental options in the UK market to support gaming across Xbox 360, Xbox, PS3, PS2, Wii and DS. These include £9.99 a month for two discs at a time (limit of three per month), £14.99 a month for two discs (Unlimited) and £18.99 for three discs at a time (Unlimited), all with free postage and no late fees
- LOVEFiLM UK awards include: British Video Association's award for the UK's Best Rental Service in 2005, 2006, 2007 and 2008, won the fast-growing media company Media Momentum award in 2005, 2007 and 2008, UK technology – Innovation & Growth award for Mediatech Impact of the Year 2008, Home Entertainment Week awards for Retailer of the Year 2007 and 2008, the 2008 Fast Growth Business Award for Retail/Leisure business of the Year, awarded 9<sup>th</sup> place in The Sunday Times top 100 fastest growing private technology companies 2009 (2<sup>nd</sup> in 2008, 5<sup>th</sup> in 2007), awarded 3<sup>rd</sup> place in The Sunday Times top 100 private equity-backed companies with the fastest-growing profits in 2010, a finalist in the National Customer Service Awards 2008, finalist in the Retail Week awards 2009, awarded 5<sup>th</sup> place in the Deloitte Fast 50 UK 2009, awarded 22<sup>nd</sup> place in the Deloitte Fast 500 EMEA fastest growing public and private technology companies and named Company Of The Year at the Growing Business Awards 2009
- The group currently works with major partners in the UK including Tesco, easy Group, CD Wow, Guardian News Media, WHSmith, Odeon and Vue Cinemas, some of whom offer a fully white-labeled online DVD rental service

**Media Contact:**

Kate Leggett  
KANA Software  
650-269-8658  
[kleggett@kana.com](mailto:kleggett@kana.com)