



**FOR IMMEDIATE RELEASE**

**LEADING ANALYSTS AND KEY KANA CUSTOMERS TO SPEAK AT THE KANA CUSTOMER SUMMIT**

***Customers to Learn Actionable Steps for Controlling the Service Experience***

**Menlo Park, Calif. – March 04, 2010** – [KANA Software, Inc.](#), a world leader in Service Experience Management, today announced that the company's annual [Customer Summit](#) will be held on April 11-13, in Boston, MA, at the Boston Seaport Hotel. KANA expects more than 100 customers to attend this event to share best practices and hear from experts on how they can control the customer service experience.

The theme of this year's event is the "Evolution of Customer Service", focusing on how business process management, multi-channel service and cloud computing are enabling a new era of empowerment for Customer Service managers.

"This year's Summit gives our customers the level of hands on, personalized support they need to maximize their investment in KANA technology," said Michael Fields, KANA's president and CEO. "This is an opportunity for our customers to receive advice from KANA and industry leading experts along with their peers on how they can improve the service experience for their customers and for KANA to learn for our customers their best practices and business requirements to achieve optimal customer service experience."

KANA's Customer Summit features keynote speakers Shaun Smith and Chip Bell. Shaun Smith has been a catalyst in expanding management focus from the tactical issues of customer service to the wider strategic issue of customer experience. He has helped organizations world-wide create a compelling customer experience that achieves brand differentiation and customer loyalty. Chip Bell is a management consultant focused on improving the service experience and a best-selling author of management books on the subject. He is a frequent guest on CNN, Fox Business Network, CNBC and others.

Two leading research analysts join KANA at the Customer Summit. Michael Maoz, Research Vice President and Distinguished Analyst from Gartner Research will speak about the promise of social CRM. Bruce Temkin, Vice President and Principal Analyst from Forrester Research, will speak about the challenges of tailoring a balanced scorecard for a customer service offering that strengthens the brand.

Priceline, Carphone Warehouse, Xerox and LOVEFiLM will present detailed case studies to show how each has derived business value from KANA applications.

- The Carphone Warehouse will outline the success and ROI of its self-service strategy, and how this self-service strategy is integrated into its overall customer service strategy
- LOVEFiLM will explain its multichannel service strategy and how it was able to protect its customer experience while achieving ambitious growth
- Xerox will explain how knowledge centered support allows its customers to have access to real-time knowledge
- Priceline will highlight how the choice of technology influences the achieved quality of customer service

Additional presentations at the KANA Customer Summit include:

- A Q&A session with KANA Chairman of the Board Mark Duffell of Accel-KKR and KANA CEO Michael Fields about the company's future plans and strategic vision.
- A guided hands-on demo of KANA 10, KANA's latest service experience management solution by KANA CTO Mark Angel.
- Opportunities and risks involved in cloud computing, presented by IBM's Doug Tidwell.
- How the usability of a service experience can be enhanced, presented by noted design specialist Christine Perfetti.

The Summit will be followed by two days of optional Certification Programs for KANA customers.

For more information on the KANA Customer Summit 2010 or to register for the event, please visit

[http://www.kana.com/customer\\_summit/index.html](http://www.kana.com/customer_summit/index.html)

###

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

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 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.

#### **Media Contact:**

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