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PRICELINE.COM CIO RON ROSE TO SPEAK AT THE KANA CUSTOMER SUMMIT

Key Customer to Discuss how Leveraging KANA Technology Helps Deliver Excellent Customer Service

Menlo Park, Calif. – March 10, 2010 – [KANA Software](#), Inc., a world leader in Service Experience Management, today announced that Ron Rose, Chief Information Officer of priceline.com, will present a keynote session titled “Leveraging Technology for Excellent Customer Service” at the [KANA Customer Summit](#). Rose joins previously announced keynote speakers Shaun Smith, an expert on how customer experience can achieve brand differentiation and customer loyalty, and Chip Bell, author and management consultant focused on improving the service experience.

The overall event focuses on the role service experience plays in a company’s success. Service experience technology, like that from KANA, will be explored as a means to control business processes and enable companies to more rapidly provide customers the information they want.

Ron Rose will discuss how priceline.com’s ten years of experience with KANA products have resulted in a continuous innovation process that has allowed the company’s customer service organization to not only keep up with Priceline’s and the travel industry’s rapidly changing business, but to continually improve customer experience while managing costs. Rose will also discuss how KANA 10, the industry’s first Service Experience Management ([SEM](#)) platform for managing the entire customer service experience, is well-suited to help companies increase their agility in accommodating varying business conditions and changes, and at the same time ensure that their customers receive exceptional service.

Two of the industry’s leading research analysts will address attendees. Michael Maoz, Research Vice President and Distinguished Analyst from Gartner Research will speak about the promise of social CRM, while 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.

KANA customers will provide real world case studies including:

- The Carphone Warehouse will outline the success and ROI of its self-service strategy, and how it 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

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

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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>.

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