

FOR IMMEDIATE RELEASE

## KANA Launches Series of Webinars for Customer Service Managers and Contact Center Executives

**Webinar Series “Take Control of Your Service Experience” starts on September 22, 2010 with Esteban Kolsky “Balance the competing demands of your customers and your business”**

**Menlo Park, Calif. – September 7, 2010** – KANA Software, Inc., a world leader in [Service Experience Management](#), today announced the launch of a new series of webinars. Under the theme “Take Control of Your Service Experience”, customer service managers and contact center executives will learn about new solutions that will help them balance the competing demands of their business and satisfying their customers.

“Fundamental change is brewing in customer service technology,” said KANA’s CTO Mark Angel. “Traditional BPM, KM and Case Management applications are coming together to create a next generation of customer service solutions able to deliver a lot more value and innovation to the enterprise’s Service Managers. I am excited to have leading industry experts share this vision in a format that is both educational and interactive.”

In enterprise customer service, four key performance indicators (KPIs) govern service operations — Cost, Satisfaction, Revenue and Compliance. However, meeting all four of these KPIs has proven extraordinarily difficult. Customer service executives lack the tools they need to fulfill the brand promise, keep costs to an absolute minimum, and generate revenue during customer interactions, all while meeting corporate policies and government regulations to ensure compliance.

This webinar series is ideal for customer service managers and call center executives

- Who feel they lack control over the process they are supposed to manage.
- Who’s customers and agents are left alone to find the right balance between the cost and quality of service at each touch point.
- Who experience plunging satisfaction and escalating costs, and the consequent erosion of their brand’s value.

KANA’s [webinar series](#) kicks-off on September 22, 2010, with a presentation by CRM intelligence and strategy expert Esteban Kolsky, titled: “*Balance the competing demands of your customers and your business*”

This webinar starts on Wednesday, September 22, 2010 at 11AM Pacific. Interested parties can register at <http://www.kana.com/webinars/balance-the-demands.html>. Registrants unable to attend will receive a link to the recorded webinar.

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### **About Esteban Kolsky**

Esteban Kolsky is the Principal and Founder of ThinkJar, an advisory and research think-tank focused on Customer Strategies. He has over 22 years of experience in customer service and CRM consulting, research, and advisory services. Most recently he spent eight years at Gartner, focused on Customer Service and CRM research. While there he coined the terms for EFM (enterprise feedback management) and CIH (customer interaction hub). In addition, he researched and wrote on the social networking topics that led to today's revolution and assisted Fortune 500 and Global 2,000 organizations in all aspects of their CRM deployments. Mr. Kolsky is currently advising vendors and organization how to extend customer interactions from the CRM niche to the entire organization in their efforts to become Social Businesses.

### **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>.

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### **Media Contact:**

Vikas Nehru  
KANA Software  
650-330-8645  
[vnehru@kana.com](mailto:vnehru@kana.com)