

FOR IMMEDIATE RELEASE

KANA Announces the Next Generation of Self-Service

KANA extends Service Experience Management (SEM) to Web Self-Service With the Release of 11r2

Sunnyvale, Calif. March 16, 2011 -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced the general availability of KANA SEM 11r2. The new offering extends the power of Service Experience Management to web-self service, introducing new features to the Next-Gen customer service platform introduced in 2010. 11r2 is the first SEM release to offer customers on the enterprise web site the same kind of rich, adaptive experiences used to guide contact center agents.

- SEM 11r2 enables organizations to totally control customer journeys on their web site, delivering knowledge-infused self-service processes. Until today, self-service experiences have been siloed. Customers can search for answers. They can transact business. But, the enterprise cannot easily provide seamless online experiences that combine the ability to "do" with the guidance required to know how to do it. SEM 11r2 is a complete solution for self-service, unifying BPM for customer service, adaptive case management, KM and analytics.

Product Highlights:

- **EZ Integration into the Enterprise Site:**
Enterprises can now design and build self-service experiences in KANA's visual modeling tools, and then embed these Experience Flows into the enterprise web site as DIVs. 11r2 makes it easy to design, orchestrate and listen to self-service experiences without coding Javascript. The new capabilities for DIV integration means that any number of SEM applications can be embedded seamlessly with other functionality on the enterprise site.
- **Decision Trees with Breadcrumbs:**
Customers need knowledge-infused process to successfully serve themselves. SEM 11r2 features truly dynamic scripting with breadcrumbs, allowing customers to navigate freely thru decision trees. KANA's self-service wizards are created with visual modeling tools and manufactured automatically by those tools. No coding or web development is required.
- **Secure Messaging and eMail URLs:**
When enterprises want to invite customers to serve themselves, there are many problems of security and knowledge sharing. SEM 11r2 allows knowledge to be easily embedded in outgoing email alerts, and then lets customers follow these links back to secure, authenticated experience flows to transact business, inspect information or learn about upcoming events.
- **Anonymous Experience Management:**
SEM now has rich support for both anonymous and non-anonymous sessions. Enterprises can report on customer journeys and listen to experience flow outcomes, whether users are authenticated or not.

Commentary

- "There are three models for service delivery. An enterprise can employ an agent to assist a customer, the enterprise can deploy technology that directly assists the customer or the enterprise can enlist and organize customers to help one another," Mark Angel, CTO of KANA said. "Last year, we introduced the Design-Orchestrate-Listen feedback loop for the Contact Center. Now, the ability to change service experiences in minutes, not months, comes to self-service. KANA's Web 2.0 plus SOA architecture delivers revolutionary power to manage self-service portals."
- In a recent report from Ovum published 2011, analyst Angela Eager said about SEM: "The value comes from its ability to blend knowledge with operational processes to improve the quality of customer service at a time when service is rising on the strategic agenda." She also noted, "SEM 11 reinforces KANA's established position as a provider of multi-channel customer service solutions and reflects awareness that, in order to service customers properly, capabilities need to extend beyond call center agent desktops and e-service management."
- With SEM 11r2, we are responding to the tremendous demand from our hundreds of government and commercial clients to get self-service right," said Mark Duffell, CEO of KANA Software. "Enterprises usually have to trade-off cutting costs versus making customers happy. Creating online customer journeys that let people successfully serve themselves is one of the very few ways to do both."

Product Availability

- KANA SEM 11R2 is available immediately.

About KANA Software

KANA makes every customer experience a good experience. As the leader in Service Experience Management (SEM), KANA gives managers total control over the customer service process, so they can take care of their brand while taking care of their customers. By unifying and adapting customer journeys across the contact center, web site and social community, KANA's solutions have reduced handling time, increased resolution rates and improved Net Promoter Score (NPS) at more than 600 enterprises, including half of the Global 100 and more than 200 government agencies. KANA is based in Silicon Valley and has office worldwide. For more information, visit www.kana.com

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