



FOR IMMEDIATE RELEASE

KANA Software to Showcase Service Experience Management (SEM) Solution at the Gartner Customer 360 Summit

Meet with Customer Service Thought Leader and KANA CTO, Mark Angel, in Booth CC

Sunnyvale, Calif. March 30, 2011 -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced that it will be participating and exhibiting at the GARTNER Customer 360 Summit in Los Angeles, CA on March 30 – April 1, 2011.

Is your IT equipped to deliver agile customer service? Visit KANA in Booth CC to learn about KANA's new approach to deliver adaptive service experience with KANA SEM. Features include: Agent Desktop, Business Process Management, Case Management and Knowledge Management.

Take a tour of KANA SEM in Booth CC to see how this solution:

- Allows you to balance the competing demands of your customers and business
- Enables you to monitor your key metrics in real-time
- Delivers consistent service across all the channels you're already using
- Gives you complete control of the service experience

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

Follow KANA on Twitter: <http://twitter.com/KANASoftware>

About Gartner Customer 360 Summit

The Gartner Customer 360 Summit is a comprehensive event offering the latest customer strategies and technologies, how those technologies affect your customer relationship initiatives, and what

organizational and cultural changes must occur to meet your company's goals. Additional information is available at www.gartner.com/us/crm.

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