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KANA CMO James Norwood to speak at ITEXPO West 2011

Conference Session to Focus on Social CRM in the Contact Center

Sunnyvale, Calif. September 7, 2011 – KANA Software Inc., a leading developer of software solutions for [Service Experience Management](#) (SEM), today announced that James Norwood, CMO will be speaking at the ITEXPO West event held this year at the Austin Convention Center in Austin, Texas, September 13-15. ITEXPO is the largest, best-attended technology and communications trade show in the world, and Norwood will appear on a panel with business leaders from Siemens and Alcatel-Lucent at the conference's Social CRM track on Tuesday, September 13 at 11 AM. The topic: Socializing your contact center for greater customer engagement.

“Businesses are seeking better ways to connect with customers through social media channels as both sides navigate a rapidly changing global communications culture,” said Norwood. “By expanding contact center capabilities with intelligent *Listening and Engagement* technologies that offer advanced analytics, businesses have an opportunity to gain a better understanding of their customers, nurture deeper engagement with them, and improve service and support experiences directly through social channels.”

KANA has helped leading companies improve service delivery to their customers in social, mobile, online and traditional communication channels, using service experience management technologies that enable service managers to listen to the customer experience across multiple touch points, and then quickly adapt those experiences in step with evolving customer needs.

“ITEXPO West is a fantastic venue for learning and collaboration,” said Norwood. “We will be addressing the challenges businesses face in an increasingly social world and discuss how the social environment can be harnessed within the contact center through [Social CRM](#) strategies and solutions.”

“We look forward to exhibiting our leading products and solutions including KANA SEM, and are excited to share our passion for enabling technologies with our customers, prospects and peers.”

KANA is a primary sponsor of the Social CRM Expo at the ITEXPO West.

For more information about the program, speakers or to register for the event, go to <http://www.tmcnet.com/voip/conference/social-crm/2011/West/>

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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