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KANA Leads The Experience Revolution***Announces Annual Customer Summits in London and Miami to Focus on Service Experience Strategies***

Sunnyvale, Calif. August 10, 2011 -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced its upcoming annual customer summits dedicated to managing and improving the end-to-end customer experience. Aptly entitled [The Experience Revolution](#), the summits are reflective of the growing emphasis among leading organizations and government departments on creating a complete and integrated experience for consumers and citizens across brand touch points—a viewpoint and focus that KANA has championed for years.

“Choice-fatigue is making brand loyalty a thing of the past, in a multi-channel environment where it is increasingly difficult to attract and sustain customer attention,” said James Norwood, CMO for KANA. “Customers are looking for brands they can believe in and brands that have relevance to customers on multiple levels are those that are flourishing. It really is all about the experience in a progressively strategic understanding of customer service.”

KANA, delivered its next-generation platform, KANA [SEM](#) in specific response to the need to engage with and listen to the customer experience across all touch points and to rapidly adapt service experiences around dynamic and evolving customer needs.

Recently, KANA trademarked *Experience Flows™* — the series of steps that unfold in a service experience as designed by service managers. KANA SEM provides a 360-degree view of the customer experience by listening as customers navigate a company’s online services, interact with customer service representatives/agents, and engage with businesses and each other in the social sphere. Service managers can use insights from multiple channels, including social media monitoring, to adapt *Experience Flows™*—and so the customer experience—for continual process improvement in real time.

“*Experience* advocates a holistic view of a customer’s interaction with a brand, and has proven to resonate strongly throughout the industry and with customers,” said Norwood. “These summits are designed to help KANA customers get the most from technologies that make good customer experiences possible, and to share best practices with each other in a collaborative community-like setting.”

Keynote addresses include motivational speaker [Ross Schafer](#) and customer service thought-leader [Dr. Janelle Barlow](#), as well as presentations by KANA customers and executives. The summits take place in London, UK September 27, and Miami, FL October 2-4, 2011.

For more information on the 2011 KANA Customer Summit, including registration, please visit:

North America Summit <http://www.kana.com/customer-summit/agenda.html>

EMEA Summit <http://www.kana.com/customer-summit-uk/about.html>

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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