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Universal American Deploys KANA to Take Control of Their Service Experience

KANA's Knowledge Management Solution Dovetails with Healthcare Provider's Healthy CollaborationSM Model

Sunnyvale, Calif. May 23, 2011 -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced that following selection last year, Universal American has deployed KANA to deliver a consistent, world class customer service experience. A Fortune 500 company, Universal American provides traditional health insurance, Medicare managed care plans, and Medicare prescription drug benefits to nearly 2 million people with Medicare. By deploying KANA's Knowledge Management solution across all business units within the company, Universal American expects to improve customer satisfaction, reduce call handle time in call centers, and help agents find and capture new knowledge quickly. More than 1,800 employees in the United States and the Philippines are expected to have access to the system in 2011.

Known for its "Healthy Collaboration" model in which everyone works together for the benefit of the member, Universal American wanted to make sure its customer service was following the same collaborative model. Just like the family doctor of years past, Universal American encourages its members to have one healthcare provider organizing their care. Similarly, KANA's Knowledge Management solution puts the sum total of intelligence within the company at call center agents' fingertips, helping them answer member questions accurately and efficiently.

"Our ability to deliver an end-to-end solution made them the strongest partner in the market and the clear choice for us," said Kyle McDowell, Universal American's Senior Vice President of Service Operations. "KANA's best of breed technology is supported by excellent consulting, training and managed services – all critical for accomplishing our vision for customer service at Universal American.

"Managing knowledge demands the unique combination of technology and best practices. KANA's solutions have proven successful in the world's largest and most customer-centric enterprises," commented Stuart Mills, KANA's Vice President of Global Services. "In healthcare, the service

experience is one of the most important barometers of success. We've been delighted to work closely with Universal American to take their delivery of service experiences to the next level."

Using "contextual search," KANA delivers useful knowledge for every interaction, across channels, automatically resolves cases and fully integrates with call center or contact center desktops. The knowledge management solution puts the right answers at agents' fingertips to increase first-call closure rates by an average of 25%. United American expects to receive the following benefits:

- Service customers better and more consistently, while helping both novice and expert agents find the right answer right away
- Reduce call time and escalations with intelligent guidance and knowledge retrieval
- Shorten the time-to-effectiveness with contextual search that makes every agent an expert without extensive training
- Quickly capture and re-use new knowledge for future cases, making the most of agents' expertise and front-line 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

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