

eService KANA Response



KANA Response Top 5 Features

- ☑ Context-based auto-acknowledgements and replies provide instant response without agent intervention.
- ☑ Agent desktop streamlines the reply process including a unified customer history, scripted answers, canned phrases, and hot keys.
- ☑ Fully integrated knowledge management automatically suggests the most likely answer for each inquiry.
- ☑ Real-time statistics and more than 100 operational reports help service managers meet SLAs.
- ☑ Industry-standard architecture reliably manages up to 10 million emails a month for one of the largest internet retailers.

The Industry Leader for High-Performance Email Service

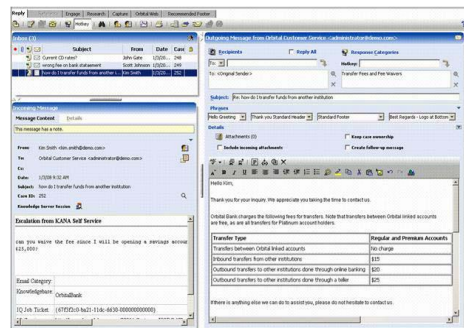
Every customer expects email service to be readily available. But what customers really want is answers to their questions delivered quickly, reliably, and consistently.

When it comes to meeting these demands for smart, efficient email service, KANA Response sets the standard. For more than a decade, analysts and customers have recognized KANA Response as the leader in high-volume email management.

The only email solution that intelligently automates the process of capturing, analyzing, and recommending responses, KANA Response is proven to increase email service consistency and accuracy. At the same time, KANA Response dramatically improves agent productivity and scales to handle millions of messages every day.

With a long track record of streamlining email and Web-form management, KANA Response delivers intelligent, rules-based automation that interprets each customer inquiry and recommends the best resolution. Customers agree that KANA Response enables them to deliver the highest quality email service at substantially reduced cost. Our customers have achieved first-call resolution rates of 95% and increased the volume of emails handled each day by 300%.

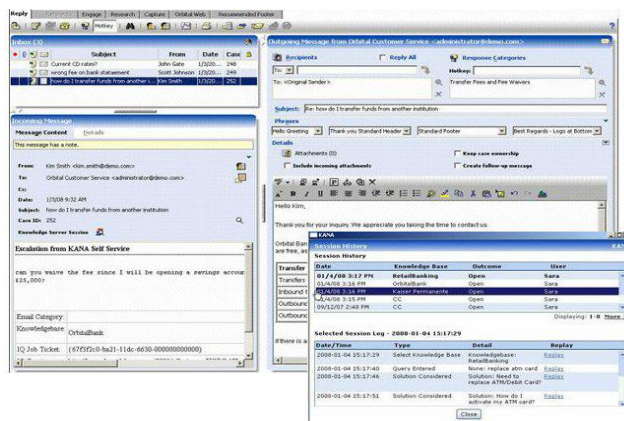
- Improve customer satisfaction with auto-acknowledgements and personalized, professional answers delivered within service level agreements.
- Increase agent productivity with an intelligent agent desktop and productivity tools that improve efficiency during every step of the inquiry-resolution process.
- Effectively manage compliance by automating the process for secure communications without intrusive email encryption schemes.
- Optimize eService operations with an advanced reporting console that provides real-time metrics to monitor and improve service delivery.
- Support long-term growth and volume spikes with industry-standard architecture that delivers the distributed scalability needed to manage million of emails each day.



Automation and intelligence built into the agent desktop streamline the process of replying to millions of customer email inquiries.

As part of the KANA suite of intelligent, multi-channel service solutions, KANA Response works seamlessly with KANA eService, Web self-service, and contact center solutions, allowing customers to connect with your organization over their channel of choice.

And with flexible options for on-premise or managed services, KANA Response offers a truly effective solution for delivering exceptional customer service while meeting the staffing, budget and infrastructure needs of your organization.



A history of the customer's self-service session accompanies each escalation to help agents quickly understand inquiry context and eliminate redundancy.

Setting a New Standard for the eService Experience

- Rules-based service intelligence captures, analyzes, categorizes, prioritizes, and routes each message to the most appropriate agent or queue.
- Scripted answers are automatically suggested based on content analysis.
- Pre-defined replies, canned phrase selection, and automatic solution attachments make message preparation quick and easy.
- Context-based auto-acknowledgements, responses, and automatic case closure eliminate manual handling.
- Enterprise integration enables relevant data in external systems to be used in responses, categories, and rules.
- A unified agent desktop provides a complete customer history across all channels.
- Fully integrated knowledge management pre-populates the desktop with the most relevant solutions for the inquiry.
- Multiple guidance methods help agents diagnose root cause and find the right answer.
- Real-time chat lets agents leverage the expertise of co-workers.
- Automatic message security routes responses requiring privacy to a secure Web portal rather than the customer's email address.
- Security management defines user roles and permissions, keeps departments from seeing each other's message, and offers Secure POP3 to encrypt an entire session.
- Configurable outbound rules let supervisors review agent responses in outgoing emails.
- Reporting dashboard helps managers measure, analyze, and improve service operations. Real-time statistics and more than 100 operational reports are available in multiple formats and versions with flexible scheduling down to the minute.
- Witness integration records the agent's desktop for performance monitoring.
- Multi-tenancy architecture simplifies administration by managing multiple departments within a single installation including configurable queues, rules, auto-acknowledgements, reply templates, and reporting.
- Encryption of data within the database, attachments, and SSL communication between nodes in a KANA Response network helps achieve PCI compliance.

"We saw an immediate 50 to 75% improvement in productivity. After only one week of using the product, the average response time per message was cut by more than half." Director of Customer Support, eBay

Staples gained a 25% increased in agent productivity.

USAir reduced response time for customer inquiries by 50%.