Kana Software
KANA Service Modules

IBM

Solution Description

KANA and IBM have a longstanding history of delivering multi-channel customer service solutions to the world's largest companies. They have recently expanded this relationship to develop and deliver a next generation "service experience management" solution which blends knowledge, transactions and multi-channel interactions seamlessly into the process of resolving customer inquiries.

KANA Service Experience Management is a customer service solution that enables companies to control exactly how they want each customer interaction to unfold, and make automatic adjustments in real time to achieve KPIs. As the customer service team is presented with new products, promotions and policies, they can now adapt in minutes rather than months.

Features & Benefits

KANA is one of the first customer service solution providers to combine search, data, processes, knowledge and real-time optimization into one solution. This gives customers ultimate control over defining and orchestrating the end-to-end service experience.

KANA Service Modules Include:

- Service Experience Modeler: Enables business users to create, modify, and deploy business processes within a short time period

- Adaptive Desktop: The customer/CSR's User Interface and screen flow that is dynamically created by the Experience Modeler and guides users through the proper process

- Service Experience Optimizer: Analytics that automatically optimize business processes in real-time based on service level objectives

Value Proposition

With KANA Service Modules, organizations can completely control the service experience by determining and delivering precisely the right experience as each service interaction takes place. The result is the "ideal service experience" with the agility, differentiation and best balance of KPIs that organizations require.

Company Description

KANA helps some of the world's best known brands master the service experience. Kana's solutions help companies create consistent, knowledgeable conversations with their customers across every channel -- phone, email, chat and Internet. KANA's clients report double-digit increases in customer satisfaction, while reducing call volumes by an average of 20%. Their solutions are proven in more than 600 companies worldwide, including more than half of the world's largest 100 companies. For more information please visit www.kana.com.

IBM Segment
- Data Management

Business Function
- Customer Service Management

Target Industry
- Cross Industry

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