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(c. 100,000)

RE:TOOLING
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Business Problem: *Poor email response times lead to increased numbers of phone calls to the contact center.*

Tech Solution: Email Management Tools

Email service needs to be fast, reliable, and accurate, yet many companies take longer than 24 hours to respond to inquiries, according to recent surveys. Traditionally, customer service solutions have not emphasized handling increases in email inquiries. Customers who experience long waits and off-the-mark replies are likely to pick up the phone and call a CSR the next time they have a problem, or go to a competitor. Fortunately there is an answer: email management tools.

Product: **KANA Response**

Delivery Model: Web-based and installed software

Price: As part of KANA's on-demand suite of applications, pricing starts at \$25,000; for the on-premise version, pricing starts at \$95,000.

Business Benefits: KANA Response enables call centers to monitor email volumes, ensuring timely response so service levels are never exceeded. Call centers can increase response consistency and reduce reply time and agent training. Supervisors can analyze and improve contact center performance with reporting and analytics. The solution comes in an enterprise, midmarket, and hosted version.

Functionality: Designed to handle more than 500,000 inbound emails every day in numerous languages, KANA Response can automatically pull customer data in real time from other CRM applications and back-office systems to automate the resolution of transactional inquiries, such as billing adjustments or fee disputes. KANA Response lets agents populate the desktop with most likely solutions, prefilled replies that include context-specific customer data aggregated from back-end systems, canned phrase selection, and user-defined hot keys.

Contact: KANA at 1-800-737-8738; email at sales@kana.com; or visit www.kana.com