

Rent.com Selects KANA Express Cloud Customer Service Offering for Improved Customer Engagement

The Associated Press

KANA CONNECT 2012 - KANA Software, Inc., a global leader in customer service solutions delivered on-premise or in the cloud and used by more than 900 organizations worldwide, including half of the Global 100 and 250 government entities, today announced that Santa Monica, Calif.-based Rent.com, a leading national Internet Listing Site (ILS) in the rental housing industry, has selected the KANA Express multi-channel web customer service solution to enhance overall customer experience for the many millions of unique visitors who visit the site each month.

Rent.com, which has the largest number of contracted property listings in the nation, enables renters to find an apartment or home for rent using a free robust search tool on either their desktop or mobile device. Renters can search the site's detailed property listings, including contact information, pricing, photos, and floor plans, and may be eligible to receive a \$100 Visa® debit card if they sign a lease at a property that participates in Rent.com's \$100 Reward Card program. Dedicated to giving renters a convenient way to find the perfect place to live as well as building innovative tools that bring renters and property owners together, the company was searching for a multi-channel customer service solution that would improve the overall experience for the many millions of unique monthly visitors to its site.

Rent.com found the ideal solution with the SaaS-based KANA Express. "KANA Express will allow us to deliver an enhanced customer experience and ensure that we're responding even more quickly with accurate and consistent answers to queries regardless of channel," said Alain Avakian, chief technology officer of Rent.com. "The usability, rapid implementation approach, and operational benefits were key in our decision to move forward with KANA Express."

KANA Express offers comprehensive and end-to-end customer service and interaction management capabilities delivered on-demand via the cloud using a SaaS model which allows for affordable access to multi-channel web customer service and contact center technology. "We are pleased to partner with Rent.com using KANA Express to help them successfully execute on their customer service strategies," said James Norwood, CMO for KANA. "Rent.com recognized the benefits of KANA Express including the end-to-end multi-channel customer service capabilities combined with affordable pay-as-you go pricing that will seamlessly integrate with website and sales operations."

A single, integrated platform ensuring consistent customer service across all

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channels including phone, email, live and automated chat, web self-service, and social media, KANA Express unifies customer contact records and knowledge resources and automatically delivers contextual help and information when and where it is needed. The solution is scalable to handle hundreds of thousands of transactions a day, even for businesses with as few as 20 call center agents.

At the heart of KANA Express is a centralized and powerful knowledge base that automatically scans text in emails, chat sessions and web self-service interactions to intuitively and quickly display relevant answers and information across channels in seconds -- consistently and accurately. The solution also features sophisticated integral reporting and analytic capabilities that support proactive performance management by providing real-time insight into the status of each customer, department and agent. A powerful integration server supports ease of connectivity with front office and unified communication systems such as IVR, ACD, CTI and CRM, as well as back office functions such as accounting and ERP systems.

Available on-demand, KANA Express is accessed via a web browser, requires no separate hardware or software installation, and is securely delivered, managed and monitored in the cloud by KANA. Offering low cost of entry and lower TCO, KANA Express customers benefit from world-class infrastructure without capital expenditures, and guaranteed service level backed uptime. Day-to-day administration of the system (including business continuity and disaster recovery) is handled in a secure SAS 70 certified data center with the applicable levels of redundancy, scalability and security. Customers also benefit from flexible "pay-as-you-go" pricing; apart from the initial implementation service, all other costs are paid as part of an annual subscription.

About KANA Software KANA makes every customer experience a good experience. A global leader in customer service solutions delivered on-premise or in the cloud, KANA lets organizations take complete control over customer service interactions, so they can take care of customers, while managing costs and reinforcing brand. By unifying and maintaining context for customer journeys across agent, web, social and mobile experiences, KANA solutions have reduced handling time, increased resolution rates and improved net promoter score (NPS) at more than 900 enterprises, including half of the Global 100 and more than 250 government agencies. KANA is based in Silicon Valley, California and has offices worldwide.

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