



## HCL - KANA INTRODUCE SERVICE RESOLUTION MANAGEMENT (SRM) SOLUTION 'RESOLUTION' IN INDIA FOR THE FIRST TIME

Noida, August 3, 2005: **HCL Technologies Ltd.**, ("HCL") a leading global IT and Engineering Services provider and Kana, a leading provider of service resolution management (SRM) solutions, are jointly bringing '**Resolution**' to India. '**Resolution**' is a process driven customer service solution, which can reduce service costs, improve customer satisfaction and increase revenue opportunities by enabling contact center agents to solve customer inquiries faster, more accurately and consistently across service channels.

The HCL-KANA Resolution service has been created to improve the delivery of service by leveraging intelligence to automatically provide agents with the information and process required to resolve customer requests, thus reducing first call resolution rates and decreasing the call handling time.

Gartner predicts that the service resolution management market would be close to USD 1 Billion in a few years. Datamonitor in its recent survey has pegged the Global CRM Market at USD 7.5 Billion, of which the Customer Service Center market is at USD 2.2 Billion.

According to a recent study by SSPA 80% of the *cost to service* is spent in resolving, and this is the space that SRM attacks, bringing down the "service cost" dramatically down by 35 to 40%.

The study also states that only 55% of cases are resolved in first contact and a whopping 45% of the cases require the agents to do research and get back to the customer multiple times. Using KANA RESOLUTION, an enterprise can significantly up its first contact resolution.

The agent is guided through the resolution process creating a consistent resolution environment. This service captures and automates contact center processes to decrease agent training time, call handling time and customer churn, while also increasing cross sell and upsell opportunities.

"It's common knowledge that customer service is crucial to customer loyalty and retention. Companies around the world are striving to enhance their service quality to deliver rapid, consistent and correct response. In fact, resolution time is not only the number one cause of customer dissatisfaction, it also drives up operating costs because it is the largest cost segment of any service interaction." Says **Dilip Tailor, VP Operations EMEA, KANA**

At first contact, resolution time accounts for at least 80% of a call's cost. When the call lasts more than a day, resolution represents 91% of the cost. Inefficient resolution processes limits your ability to leverage service interactions for cross-sales

### The KANA RESOLUTION Advantage

#### Goal: Reduce talk time, increase first-call closure

- Blends seamlessly into current customer service environment to integrate diagnostic tools, processes and knowledge that deliver true end-to-end service process efficiency
- Agents empowered with automatic guidance through every step in a process

#### Goal: Increase customer satisfaction and brand loyalty

- Automates process and best practices of delivering high quality customer service

#### Goal: Turn service calls into sales calls

- Allows capitalizing on service interactions with personalized cross-sell and up-sell offers integrated into the resolution process. Automatically presented offers and scripts help agents close the deal.

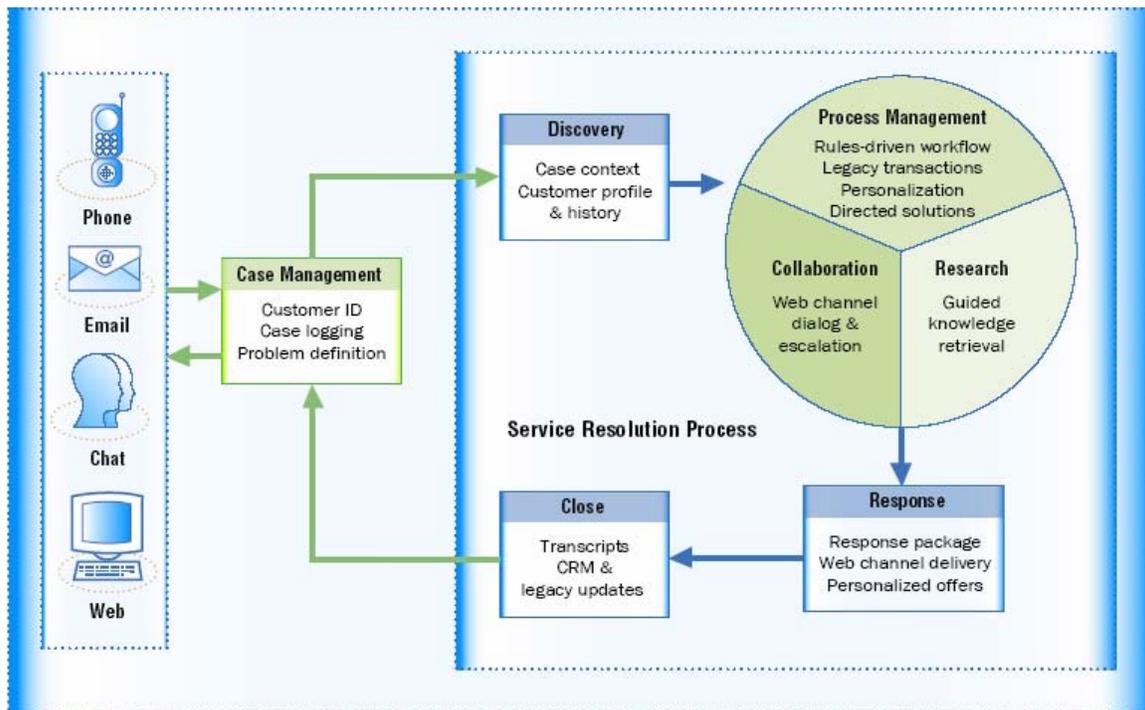
#### Goal: Reduce TCO, improve ROI

- Business-oriented, standards-based design and integration tools minimize development and maximize use of enterprise data in resolution processes

and up-sales. And that means customer service continues to be a cost center, not a profit center.

“This is the gap that the HCL- KANA Resolution is addressing with an innovative solution to the problem of ineffective, high-cost resolution management.” adds **Amitava Roy, Senior Corporate Vice President, HCL**. “With this, resolution processes get optimized and maximize the quality, efficiency and revenue-generation potential of the service operations.”

By combining the power of process automation with sophisticated knowledge management, this service creates an experience that is quick, consistent and complete.



**KANA Resolution automates each step in the complex process of service resolution to dramatically reduce call time and improve service quality.**

### **About HCL Enterprise**

HCL Enterprise is a leading Global Technology and IT enterprise with annual revenues of \$2.2 billion. IT Products and Services contribute to revenues of over \$1.1 billion. The HCL Enterprise comprises two companies listed in India, HCL Technologies & HCL Infosystems. The 29-year-old enterprise, founded in 1976, is one of India’s original IT garage start-ups. Its range of offerings span Product Engineering, Technology and Application Services, BPO, Infrastructure Services, IT Hardware, Systems Integration, and distribution of technology and telecom products. The HCL team comprises of 25,000 professionals of diverse nationalities, who operate from 15 countries including 300 points of presence in India. HCL has global

partnerships with several leading Fortune 1000 firms, including leading IT and Technology firms. For more information please visit [www.hcl.in](http://www.hcl.in)

### **About HCL Technologies**

HCL Technologies, a HCL Enterprise, is one of India's leading global IT Services Companies, providing software - led IT solutions, BPO, and Remote Infrastructure Management services. Making a foray into the services domain in 1997-98, HCL Technologies focuses on technology and R&D outsourcing, working with clients in areas at the core of their business. The company leverages an extensive offshore infrastructure and its global network of 26 offices in 15 countries to deliver solutions across select verticals including Banking, Insurance, Retail & Consumer, Aerospace, Automotive, Semiconductors, Telecom and Life Sciences. For the twelve-month period ended 31st March 2005, HCL Technologies along with its subsidiaries had revenues of \$ 711 million and employed 22,034 professionals. For more information, please visit [www.hcltech.com](http://www.hcltech.com)

### **About KANA**

Founded in 1996, KANA provides the industry's leading solutions for Service Resolution Management (SRM) to the largest businesses in the world, helping them to improve customer satisfaction, reduce service costs, and increase revenues. By providing award-winning solutions for assisted, self, and proactive service, KANA has become the fastest-growing provider of SRM technology. Built on the industry's most advanced Web architecture, KANA's comprehensive suite of SRM solutions, enable enterprises to transform their customer service operations and resolve inquiries faster and more accurately across multiple channels. KANA's solutions are in use at more than half of the world's largest 100 companies. For more information visit [www.kana.com](http://www.kana.com)

### **Forward Looking Statements**

Certain statements in this release are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies/ entities in which we have made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. The company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.

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