



## **New Chordiant Cx(TM) Solution Suite Empowers Companies to Alleviate Attrition, Increase Revenues and Optimize Customer Lifetime Value**

### ***First Chordiant Cx Solutions, Chordiant Cx Retention and Chordiant Cx Cross-sell/Up-sell, Deliver ROI in As Little As Two Months***

CUPERTINO, Calif., Oct 06, 2009 (BUSINESS WIRE) -- [Chordiant Software](#), Inc. (Nasdaq: CHRD), a leading provider of [Customer Experience](#) (Cx(TM)) solutions that help maximize the value of every customer interaction, today introduced the Chordiant Cx Solutions Suite, empowering companies to economically target and eliminate common pain points associated with [customer attrition](#), acquisition, profitability and risk. Chordiant Cx Retention and Cx Cross-sell/Up-sell are available today as the first solutions released as part of the suite.

At the heart of Chordiant Cx Solutions is the sophisticated customer intelligence and predictive business insight of Chordiant's industry-leading Decision Management technology. By optimizing the customer experience and improving business performance in retention, cross-selling and up-selling, Chordiant Cx Solutions can help companies reduce attrition, increase revenues, maximize profitability and decrease risk. Chordiant Cx Solutions can deliver significant return on investment in as little as two months.

With Cx Solutions, customers can prioritize and align deployment with the areas that will address their most critical business need. A rapid ROI enables adoption of subsequent Cx Solutions, lowering the barrier to entry for companies seeking to achieve these benefits. While each Cx Solution is a standalone module, when plugged into the Cx best-practices platform, the business benefits are compounded as new solutions leverage the content and capabilities of the previous ones.

"The ultimate goal of any customer experience management solution or CRM implementation is to improve business performance," said Gareth Herschel, research director for Gartner. "Any effort to deliver these types of results while putting an ROI focus front and center has to be good for the market. Offerings that are more easily consumable by companies who know what their business needs are, but might not be sure which technologies to implement, will be well received by companies struggling to address specific issues. Solutions focusing on one business issue at a time also have the added advantage of being more cost-effective as well."

Cx Cross-sell/Up-sell can potentially turn every customer service interaction into a sales and marketing opportunity by:

- Putting the skills of your best customer service agent in the hands of all your agents.
- Empowering service representatives to have intelligent, personalized conversations consistently across all channels, and leverage the best channel that supports business goals.
- Leveraging centralized Next-Best-Action(TM) decisioning that both predicts and adapts to customer behavior in real-time.

Cx Retention enables companies to maximize save rates while minimizing retention costs by:

- Using individual business cases calculated in real-time to determine retention budgets for each customer based on their lifetime customer value.
- Enabling service representatives to make proactive retention offers based on the predicted likelihood of the customer to defect.
- Enabling the creation of flexible, personalized deals that contain multiple products, components and discounts.

"Years ago Chordiant was one of the first companies to see the rising importance of real-time, consistent, tailored customer interactions as a critical driver of business value. We've been shaping the customer experience market ever since," said Raymond Gerber, chief technical officer for Chordiant. "Without real-time and predictive decisioning capabilities to guide personalized customer conversations, companies may as well be waving goodbye to their most profitable customer bases. Chordiant's newest Cx Solutions bring a significant competitive edge to companies at a low cost and with rapid time to ROI."

Cx Retention and Cx Cross-sell/Up-sell are available immediately for both B2C and B2B interactions. Cx Solutions addressing additional business areas are under development and will become available in the second half of 2009. Configurations of

Chordiant applications similar to Cx Solutions are currently in use by some of the world's largest service providers to address a number of key business issues.

### **About Chordiant Software, Inc.**

Chordiant software optimizes the customer experience, helping clients improve business results while significantly strengthening customer relationships. Chordiant's solutions allow multi-channel interaction management and centralized Next-Best-Action (TM)-driven predictive decisioning to target individual customer needs and provide unprecedented management and control over sophisticated customer experience strategies. Fortune 1000 customers turn to Chordiant to build, maintain and significantly strengthen connections with customers, so they can differentiate themselves from the competition and maximize their business objectives. For more information please visit [www.chordiant.com](http://www.chordiant.com).

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