



Chordiant Announces Availability of Cx Visual Business Director

New Application Eliminates the Guesswork Involved in Optimizing Customer Relationships; Shows Real and Potential Business Impact of Strategies

CUPERTINO, Calif., Apr 07, 2009 (BUSINESS WIRE) -- Chordiant Software, Inc. (Nasdaq:CHRD), a leading provider of Customer Experience (Cx(TM)) software and services, today announced general availability of its new business simulation application, [Chordiant Cx Visual Business Director](#) (Cx VBD), which provides real-time visibility into the actual and potential success of customer interaction strategies. Cx VBD allows business users to simulate and test the potential business impact of customer strategies before putting them into production and to monitor and control strategy performance companywide or in any part of the business in real-time. Chordiant provides a unique offering enabling companies to simulate and control the business impact of customer experience strategies in such a dynamic and comprehensive manner.

Unlike traditional CRM solutions, Chordiant Cx solutions optimize the customer experience by enabling companies to have consistent, personalized and intelligent dialogue with each customer. Every interaction is guided by [Chordiant Decision Management](#) (CDM), which continually determines the Next-Best-Action(TM) to take. Because it is built on top of CDM, Cx VBD is able to use CDM's "recordings" of decisions and responses to simulate customer interactions and visualize the potential business results at an incredibly detailed level. Using this visualization, business users can "replay" and "fast forward" simulations using different strategies to see the impact they may have had on business metrics, such as profitability, resource load, revenue, volumes, customer satisfaction, risk levels, etc. Once customer strategies have been optimized for business and customer benefit, Cx VBD then allows users to deploy them at the touch of a button and adapt them "in-flight" based on market pressures or business needs.

"We are extremely proud of this release, it truly sets Chordiant apart as the leader in customer experience management," said Rob Walker, vice president, strategy and innovation, Chordiant. "Being able to visualize the impact your customer experience strategies have on business performance is absolutely critical to understanding how best to optimize the customer experience. We believe there is nothing else on the market that enables simulation at this level, or makes changing strategies based on the analysis so easy at any level of operation. Cx VBD gives business users unprecedented power to see and control the connection between customer strategies and business performance."

Building customer loyalty through profound relationships based on personal understanding has become a priority, and customer experience is the new competitive battleground. With their unique focus on helping companies optimize the customer experience, Chordiant products can improve customer loyalty and operational productivity with every customer interaction.

Cx VBD Available with Release of CDM 6.2

In support of Cx VBD, Chordiant also announces general availability of Chordiant Decision Management 6.2. With this release, CDM delivers an upgraded Strategy Director module with a new design-time simulation capability. This feature enables users to immediately test and analyze the potential business impact of a new customer strategy on a defined user sample as the strategy is being developed. In a matter of seconds, the user will see graphed distributions of how the strategy may impact actions, offers, costs, revenues, profits, etc.

For example, a marketing manager can gain direct insights into volume distributions, costs and potential revenue of a new promotional rate by running a custom simulation report. After a quick visual analysis, the logic can be easily adapted where necessary. Similarly, a risk manager who wants to quickly analyze the business impact of a change in an acceptance policy can gain direct insight into the value and risks that change will represent for a portfolio by running a simulation report on the underlying decision logic.

Test Customer Experience Strategies Globally

For companies who require it, CDM 6.2 can now receive input from multi-byte character data sources to support Next-Best-Action recommendations.

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.

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