



## **BMW Financial Services to Partner with Chordiant Software to Improve Collections Management and Optimize the Customer Experience**

CUPERTINO, Calif., Aug 25, 2009 (BUSINESS WIRE) -- [Chordiant Software](#), Inc. (Nasdaq:CHRD), the leading provider of [Customer Experience](#) (Cx(TM)) software and services, today announced that BMW Financial Services, a wholly owned subsidiary of BMW AG, will partner with Chordiant's Cx Decision Management solution and predictive modeling capability to improve its management and treatment of delinquent accounts. BMW Financial Services will leverage the Chordiant solution to drive better risk and behavioral based actions to resolve account defaults and improve customer interactions.

Chordiant Cx Decision Management is comprised of a suite of predictive decisioning applications. With Chordiant decisioning, companies can become more responsive to customer needs and more agile in the face of market pressures by delivering consistent, Next-Best-Action(TM) driven conversations across all channels that can simultaneously improve customer satisfaction and the bottom line. Real-time risk management requires not only that the underlying complex decisions and insights are automated, but also fully integrated in the overall customer experience.

"Reducing credit losses while preserving a strong customer base is more important than ever, and how a company effectively manages its treatment resources and customer touch points on the collections side during a recession can dramatically affect how customers respond to the company during the recovery," said Rob Walker, vice president, Strategy & Innovation of Chordiant Software. "Through industry leading decisioning technology, Chordiant allows companies to automatically weigh overall customer risk and payment history before recommending a uniquely personalized collections approach to ensure the optimal treatment of the customers."

### **About BMW Group Financial Services**

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing efforts of BMW of North America. Since then, the group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit.

BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW customer. The group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than \$30 billion in serviced assets and 800,000 automotive lending customers, BMW Group Financial Services finances about half of the BMWs sold or leased in the United States. BMW Group Financial Services employs nearly 1,000 people, including consultants and temporary workers, most of whom are located in the Hilliard, Ohio Customer Service Center.

In 2001, the MINI Financial Services division was established to provide support for the brand's dealer and customer networks by offering various financing and leasing options. Alpha Financial Services was established in 2006 to provide financial services to dealers who are not part of the BMW and MINI networks.

BMW Group Financial Services also offers credit card products through its subsidiary, the BMW Bank of North America. up2drive.com is a division of BMW Bank of North America, a wholly-owned subsidiary of BMW Financial Services NA, LLC. BMW Insurance Agency, Inc., a property and casualty producer, is also part of BMW Group Financial Services.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)

[www.bmwusa.com](http://www.bmwusa.com)

[www.bmwmotorradusa.com](http://www.bmwmotorradusa.com)

[www.miniusa.com](http://www.miniusa.com)

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

## About Chordiant Software, Inc.

Chordiant helps leading global brands with high-volume customer service needs deliver the best possible customer experience. Unlike traditional business applications, Chordiant Customer Experience (Cx) front-office solutions blend multi-channel interaction management with predictive desktop decisioning, enabling companies to capture and effectively anticipate and respond to customer behavior in all channels, in real-time. For global leaders in insurance/healthcare, telecommunications and financial services, this deeper understanding cultivates a lasting, one-to-one relationship that aligns the most appropriate value proposition to each consumer. With Chordiant Cx solutions, customer loyalty, operational productivity and profitability can reach new levels of return. For more information, visit Chordiant at <http://www.chordiant.com>.

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