

CHORDIANT EXTENDS B2C ENTERPRISES REACH TO - AND THROUGH - RETAIL CHANNELS TO ENABLE THE REAL-TIME CUSTOMER

Submitted by: Pleon
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Chordiant 5 Channel Suite Bridges "Last Mile To the Customer"

CUPERTINO, California and LONDON - April 23, 2002 -- Chordiant Software, Inc. (NASDAQ:CHRD), a leader in delivering Dynamically Driven Customer Relationship Management (CRM), today launched a suite of products designed to allow global B2C enterprises to extend their customer relationship management systems to - and through - their retail channels directly to their customers. This enables brand consistency at multiple touchpoints and channels with the customer, which provides relevant, intelligent and real-time interactions.

Retail channels, whether captive or independent, are critical for leading consumer companies. They are the local presence of the head office and as such are usually important customer service and fulfillment points. They are also the source of significant revenue streams. The process consumers use in their decision making is dynamic and changes in real time. The new Chordiant 5 Channel Suite allows enterprises to ensure that their direct and indirect channels operate consistently and in real time to provide superior customer service, and increase return on investment (ROI) on marketing activities.

"To help ensure repeat business, B2C enterprises must be ever-vigilant to make certain that the experiences their customers have when interacting with any customer-facing channel are positive ones," said Denis Pombriant, research director, Aberdeen Group. "It may take several interactions before a consumer acts so it's essential that vendors ensure consistency across all channels to ensure consistency in the experience."

"During this process, the consumer may use a number of interaction channels, such as the Web or a contact center, but more often than not will then visit a bank, a car dealer, an insurance agent, or a retail outlet for additional service and fulfillment," said Stephen Kelly, president and CEO of Chordiant. "We expect these local extensions of the enterprise" to have the same and consistent information as the head office. Far too often enterprises have failed their customers because of the inability to reach to them through the retail channel. This often leads to the familiar frustrations - at all levels - for the customer, the channel staff and the head office managers."

"Among the highest priorities for financial services today is integrating systems with the purpose of providing a consistent customer experience across multiple channels," said Tom Richards, research

director of CRM for Meridien Research. "In financial services, the "brand" is a thousand experiences. To be successful, financial services companies need to rethink the business processes needed to deliver those experiences across all channels, including branch or brokerage. New applications, such as those provided by Chordiant, help to simplify what has heretofore been a complex and expensive undertaking."

Industries are competing more fiercely than ever to market to and serve consumers in real time, using information and automation to deliver a competitive advantage. In particular, banking, insurance, wireless and telecommunications companies compete across multiple channels and need every interaction to be effective in order to retain customers and grow market share at the lowest possible costs of delivery.

The Chordiant 5 Channel suite gives local branches, offices, retail outlets and agencies a powerful competitive advantage to enhance the channel and further extend brand value through Dynamically Driven CRM solutions. It offers real time integration of enterprise systems with multiple interaction points, leveraging existing investment inside and beyond the company to deliver multichannel access and consistency. Chordiant's JX Architecture integrates the enterprise systems, data and processes in a distributed computing environment to provide consistent, multichannel access on a customer-specific, process-specific and channel-specific basis.

The Chordiant 5 Channel suite will be available in June 2002 and includes five applications and an additional server to the Chordiant 5 Enterprise Platform.

The suite enables the real time-customer to have their servicing and fulfillment needs met consistently and appropriately through and across multiple touchpoints. Channel productivity increases through automation, consistent service, marketing and fulfillment, and the ability to provide dynamically driven customer relationships. The head office gains from improved channel revenues and margins, higher channel productivity, and more effective and consistent brand management.

ABOUT CHORDIANT SOFTWARE, INC.

Chordiant Software, Inc. (<http://www.chordiant.com>) is a worldwide leader in developing and delivering Dynamically Driven CRM solutions for global business to consumer enterprises.

The Chordiant solution enables enterprises to gain a sustained competitive advantage through more efficient and effective marketing, selling and customer service. Only Chordiant delivers real-time, adaptive, process-centric solutions that provide multidimensional customer interactions. The unique Chordiant JX Architecture leverages existing investments inside the enterprise and beyond, to enable brand consistency throughout the extended enterprise, resulting in a more relevant and consistent customer experience.

Headquartered in Cupertino (Silicon Valley), California, Chordiant maintains offices in Boston, Chicago, New York City, London, Paris, Amsterdam, Frankfurt, Munich, Madrid, Johannesburg, Sydney and Melbourne.

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This news release includes "forward-looking statements" that are subject to risks, uncertainties and other factors that could cause actual results or outcomes to differ materially from those contemplated by the forward-looking statements. Forward-looking statements in this release are generally identified by words, such as "believes," "anticipates," "plans," "expects," "will," "would" and similar expressions which are intended to identify forward-looking statements. There are a number of important factors that could cause the results of Chordiant to differ materially from those indicated by these forward-looking statements, including, among others, potential difficulties in the assimilation of operations, strategies, technologies, personnel and products of acquired companies and technologies, the impact of perceived or actual weakening of economic conditions on customers' and prospective customers' spending on Chordiant software and services; quarterly fluctuations in Chordiant's revenues or other operating results; failure by Chordiant to meet financial expectations of analysts and investors, including failure resulting from significant reductions in demand from earlier anticipated levels; risks related to market acceptance of Chordiant's products; customization and deployment delays or errors associated with Chordiant products; impact of long sales and implementation cycles for certain Chordiant products; reliance by Chordiant on a limited number of customers for a majority of its revenues; Chordiant's need to retain and enhance business relationships with systems integrators and other parties; Chordiant's use in its products of third-party software; activities by Chordiant and others regarding protection of intellectual property; and competitors' release of competitive products and other actions. Further information on potential factors that could affect the financial results of Chordiant are included in risks detailed from time to time in Chordiant's Securities and Exchange Commission filings, including its Report on Form 10-K filed on March 29, 2002. These filings are available on a Web site maintained by the Securities and Exchange Commission at <http://www.sec.gov>. Chordiant does not undertake an obligation to update forward-looking or other statements in this release.

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