

BSKYB SELECTS CHORDIANT TO ENABLE MULTI-STAGE, MULTI-CHANNEL CUSTOMER COMMUNICATIONS STRATEGY

Submitted by: Pleon

Thursday, 7 November 2002

...Marketing Automation Solution Reduces Time to Create Campaign From Two Weeks to One Day...

Chordiant Software, Inc. (NASDAQ:CHRD), the leader in delivering customer management solutions for business-to-consumer enterprises, today announced that British Sky Broadcasting has successfully implemented Chordiant 5 Marketing Director to build and execute more successful and streamlined marketing campaigns. BSKyB, already a Chordiant 5 Enterprise customer, plans to seamlessly integrate its marketing activities into its selling and servicing processes across multiple touch-points, such as call center, direct mail and e-mail.

BSkyB had existing campaign management software but needed a marketing automation program that was flexible enough to integrate into existing systems, could scale to meet the increasing complexity involved in marketing to over six million subscribers and generate far in advance of 50 different ad hoc segments. It also needed to be reliable and capable of performing at a level that would support their long-term customer communications strategy.

Twelve weeks after licensing Chordiant Marketing Director, BSKyB was able to build campaigns in a single day that had previously taken two weeks and the time it took to execute campaigns dropped to approximately 12 hours, down from 36. The number of campaigns BSKyB could consecutively manage has grown some 30 percent and because BSKyB is able to save campaign components they can re-use much of their previous work, which will free up time for more strategic tasks such as analysis and customer communications planning.

"Chordiant Marketing Director will allow us to go from simple, one-off campaigns, to integrating a marketing campaign that maps into a larger communications strategy," said Simon Kaffel, Marketing Database Manager, BSKyB. " It will allow us to spend less time building campaigns and more time tracking and measuring the data, so we can continually improve campaign response rates."

Chordiant 5 Marketing Director is based on an open, J2EE architecture that allows BSKyB to map to multiple data sources within the company. Chordiant also gives BSKyB the ability to create multi-stage, multi-channel campaigns that are integrated with selling and servicing processes, effectively enabling closed loop marketing.

ABOUT CHORDIANT 5 MARKETING DIRECTOR

Chordiant 5 Marketing Director automates the on-going, complex processes required to plan, execute, analyze and optimize multi-channel, multi-stage marketing campaigns of global B2C companies. It includes three modules: Marketing Director for managing traditional print, telesales and broadcast advertising campaigns; Online Marketing Director for managing personalized Web and e-mail campaigns; and Mobile Marketing Director for managing personalized wireless campaigns using SMS messaging.

ABOUT CHORDIANT SOFTWARE, INC.

Chordiant Software provides process-centric customer management solutions for global business-to-consumer companies. Chordiant solutions drive end-to-end customer management processes and provide a consistent, real-time view of customers at any point they touch the enterprise, through self service to assisted service contact centers, branches, agents and retail outlets.

Chordiant serves organizations that have millions of consumer relationships where it is critical to balance the cost of servicing with customer value. Using Chordiant solutions, enterprises benefit from reduced operational expenses through more efficient and effective marketing, selling and customer service. Additionally, Chordiant reduces internal IT costs by co-existing with and leveraging existing information technology, investments and infrastructure.

Headquartered in Cupertino, California, Chordiant maintains offices in Boston, Chicago, Manchester NH, New York City, Philadelphia, London, Paris, Amsterdam, Frankfurt, Munich, Madrid, Johannesburg, Sydney and Melbourne. Visit us on the web at <http://www.chordiant.com>

About BSKyB

British Sky Broadcasting ('BSkyB') is changing the face of entertainment. More than 15 million viewers in 6.1 million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky digital, the UK's first - and Europe's fastest growing - broadband digital television platform. BSKyB's own channels, such as Sky One and Sky News, are available in a further 4.1 million cable homes in the UK and Ireland.

BSkyB is listed on the London and New York Stock Exchanges. For more information, visit <http://www.sky.com/corporate>

SAFE HARBOR

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," "guidance," "projects" 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 without limitation Chordiant's Annual 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.

Chordiant media contacts:

Paul Burrin

Chordiant Software, Inc.

(408) 517-6168

(408) 286-2611

paul.burrin@chordiant.com

Russ Pecoraro

The Hoffman Agency
rpecoraro@hoffman.com

For Investor Relations information, please contact:

Steve Polcyn

Chordiant Software, Inc.

(408) 517-6282

steve.polcyn@chordiant.com

For Chordiant European information, please contact:

Sally Nicholson

Jo Begbie

Chordiant Software, Inc.

+44 (0)208 580 0330

sally.nicholson@chordiant.com

Brodeur Worldwide

+44 (0)1753 790 700

jbegbie@uk.brodeur.com

Click on the link below to see this news release as it appears on the Brodeur News Room website and obtain full contact details.

<http://www.brodeurnewsroom.com/asp/release.asp?rid=2316&cid=123>

Click the link below to login and update your company and subject preferences, or personal details.

<http://www.brodeurnewsroom.com/asp/login.asp>

Click on the link below to have your login details re-sent to you.

<http://www.brodeurnewsroom.com/asp/forgot.asp>
