

Chordiant announces CRMs first major enterprise-wide integration of marketing applications and customer data

Enterprise-wide solution manages entire customer lifecycle and increases effectiveness of marketing campaigns

Chordiant Software Inc. (Nasdaq: CHRDI), a leader in Unifying Customer Relationship Management (CRM) Solutions, today announced the integration of Chordiant Marketing Director into its enterprise CRM solution, providing companies with a single view of their customers and enabling them to dramatically increase the success rates of their automated marketing campaigns.

In just two quarters since the merger with PrimeResponse, Chordiant is delivering on its commitment to integrate the former Prime@Vantage products with Chordiant's Intelligent Customer Interaction Management (ICIM) platform. The integration enables customers to manage the complete customer relationship lifecycle from target identification through a marketing campaign, an offer, customer acquisition and ongoing customer service.

The combination of Chordiant Marketing Director with the Chordiant ICIM platform dramatically increases the potential success of automated campaigns by linking marketing with sales and service. The integrated data provides a single customer history and real-time sales and service interaction via multiple channels.

New functionality resulting from this integration includes innovative workflow queues that are generated from outbound marketing campaigns and delivered to customer service desktops. Workflow queues are essentially assignments that appear each day for customer service representatives to act upon (i.e., contact customer X with offer Y).

According to a recent survey conducted by Chordiant and Accenture, 90 percent of all respondents believe that integrated marketing automation applications result in more relevant communication with customers which, in turn, leads to improved levels of customer satisfaction.

The integration of Marketing Director with the ICIM platform represents proactive CRM at its best, said Ricky Kapur, general manager of Chordiant Software Asia Pacific. Chordiant is taking a leadership position by providing an integrated marketing application that improves customer loyalty and delivers dramatic return on investment. This is the integrated enterprise-wide CRM solution companies want and need.

The Chordiant ICIM platform and Marketing Director are available now.

ABOUT CHORDIANT MARKETING DIRECTOR

Chordiant's Marketing Director enables companies to manage the complete customer relationship lifecycle from target identification through marketing campaign, offer, customer acquisition, fulfillment and ongoing customer service. Chordiant's Marketing Director also provides real-time response information, campaign exposure and buying pattern intelligence, so that customers can use what they have learned in one campaign to improve future ones. The enhanced access to communication data allows detailed customer interaction history to be stored and recalled for continual campaign optimization.

ABOUT CHORDIANT SOFTWARE INC.

Heavily represented by the financial services, telecommunications and travel industry sectors, Chordiant's clients typically have more challenging environments for e-Selling and e-Servicing, due to the complexity of decisions involved in completing a purchase and the higher average monetary value of such transactions.

Chordiant Software Inc. (www.chordiant.com) delivers a Unifying Customer Relationship Management (CRM) solution based on Chordiant's branded platform strategy, the Intelligent Customer Interaction Management (ICIM) platform. Chordiant's ICIM platform provides highly scalable building blocks for developing and integrating flexible CRM solutions into customers existing enterprise-wide systems.

No matter how consumers choose to communicate with the enterprisethrough branch locations, Web, e-mail, telephone or wireless access the Chordiant Unified CRM Solution provides a real-time, single view of each customer and a consistent, personalised process for every interaction. It

includes a comprehensive business process engine, which allows companies to implement best business practices across multiple touchpoints. As a result of Chordiant's sophisticated Marketing Automation Business Services, marketers can maximise their ROI through the creation, execution and refinement of sophisticated direct marketing initiatives that span both traditional and online channels. Chordiant empowers high-value contacts designed to retain customers, grow revenues and drive profits during every contact.

Headquartered in Cupertino, Calif., Chordiant maintains offices in Boston; Chicago; Dallas; Manchester, New Hampshire; New York; London and Brentford, U.K.; Amsterdam; Paris; Munich; Frankfurt; and Sydney and Melbourne, Australia.

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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 without limitation, Chordiant's report on Form 10-Q for the quarterly period ended June 30, 2001, and the Annual Report on Form 10-K filed on March 27, 2001. 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.