

Chordiant Decision Management

Decisions, decisions...

The success of a business depends upon the quality of the decisions it makes at each customer contact. Such decisions must reflect the business strategy, the interests of the customer and his or her value and risk to the business. In addition, because of growing customer expectations and increasing competition, businesses are under pressure to provide personalized customer service within mass market cost levels.



Chordiant Decision Management consists of a suite of applications which are proven, not only to help businesses make better decisions but, equally important, to implement those decisions in each customer contact and monitor the results. This ensures a far more responsive, customer-focused and ultimately successful business.

Chordiant Decision Management is designed to make all this possible

Decisions about customer interactions must take into account each customer's likely behavior. At each individual contact with the customer the business must consider the relative likelihood of the customer responding to an offer, taking his or her patronage elsewhere or causing some loss to the business. The business that can determine and implement a personalized management strategy for each customer has the means of ensuring that the most suitable decisions are made in accordance with its overall objectives.

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The science of customer interaction

The effectiveness of Chordiant Decision Management lies in the unique multi-faceted way it approaches each individual customer contact. It is never crude or simplistic. At each contact, there is a decision to be made in the light of four important dimensions: whether the customer will respond or buy, defect to a competitor, cause a loss to the company, or respond positively to a new recommendation, see sidebar story on page 3. We refer to these dimensions as the four Rs of recruitment, retention, risk and recommendation. While the balance of importance between them will vary from one decision to another, together they form the matrix against which every customer interaction should ideally be planned.

