Chordiant 5 Marketing Director™ Suite

POWERING INTELLIGENT CUSTOMER RELATIONSHIPS

KEY FEATURES

- Drag-and-drop interface and reusable modular components speed campaign construction

- True campaign integration across traditional outbound, new media, mobile and inbound channels

- Comprehensive target selection and segmentation matches the right offer to the right customer

- Best-in-class scheduling of multistage campaigns, including interdependent tasks and external processes

- Event-driven campaigns based on identified changes in buying patterns or campaign exposure

- Real-time, context sensitive marketing offer recommendations for inbound customer interactions within contact centre, retail branch, web site and kiosk channels

- Local customization and monitoring of centrally created

Chordiant 5 Marketing Director™ Suite is a powerful, integrated set of marketing applications. These applications automate and streamline the full range of complex processes required to plan, define, execute and analyze sophisticated multichannel, multi-stage marketing campaigns. Using a single integrated solution to define all your marketing activity across all channels enables you to always deliver a consistent message to your customers.

The suite gives marketers an intuitive drag-and-drop interface and all the tools they need to quickly:

- Analyze and understand current customer value and business opportunities.

- Define and execute highly personalized, multi-wave, event-triggered campaigns that span multiple outbound and inbound communications channels.

- Track and analyze customer responses for continuous campaign optimization.

Marketing Director adapts to your business needs

Thanks to its open architecture, Marketing Director Suite doesn't require a separate database or data model. Instead, it adapts to the model you've carefully built for your business, using your data as intended without moving it into another data mart. Any evolution to your data model is rapidly adopted
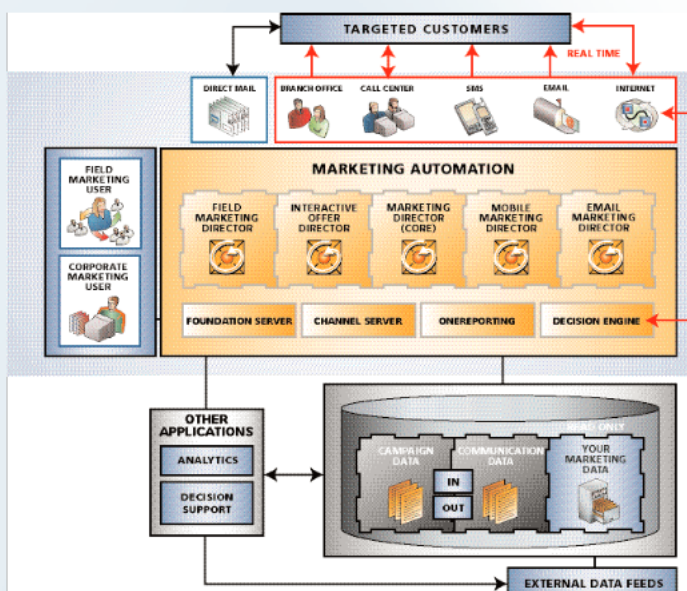
The Chordiant 5 Marketing Solution provides automated campaign management across all customer touchpoints as well as through your distribution channel.

and the marketing process benefits immediately. This effect is magnified when campaign details, communications history and customer responses are added to the model. These data elements can then be leveraged to better understand your customer and more tightly refine your contact strategy.

Drive campaigns with knowledge

Marketing Director Suite maps easily to all your existing marketing data, giving marketers a complete view of customers. Leverage deep insight from your data warehouses to create highly targeted, relevant campaigns. Then apply a simple workflow-driven process to define and schedule multi-wave campaigns that can be triggered on customer behavior, life style changes or product events.

Chordiant 5 Marketing Director Suite components

The Chordiant 5 Marketing Director Suite is specifically designed to support the end-to-end customer relationship. It addresses the specific functionality of your desired operational path, and the different products within the solution do not overlap one another as many "integrated" products do these days.

- At the heart of Chordiant 5 Marketing Director Suite is **Marketing Director**, a flexible, scalable application specifically designed for powering marketing campaigns using traditional media channels: direct mail, telesales, statement inserts or messages, and print or broadcast advertising.

- **Email Marketing Director** is an optional module that integrates permission-based Email marketing into the channel mix through the same user interface that is used for the core Marketing Director application
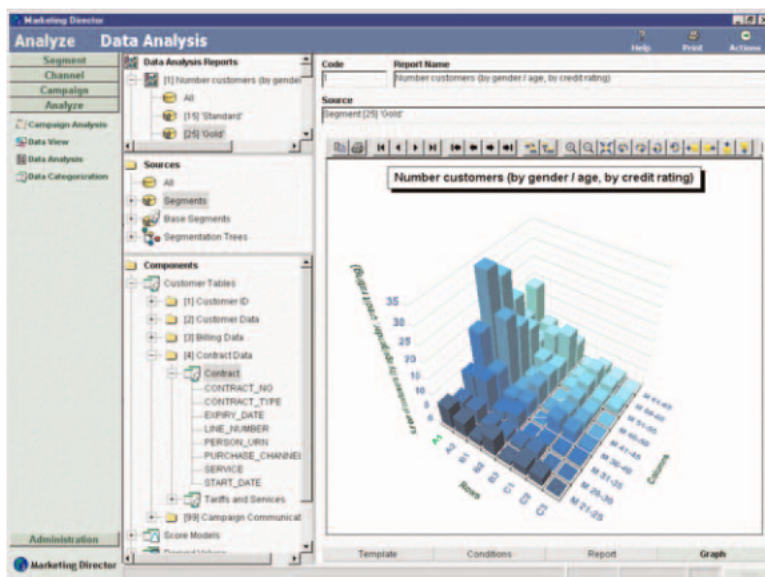
Marketing Director speeds the creation and execution of complex, multi-channel marketing campaigns.

- **Mobile Marketing Director** is an optional module that extends the functionality of Marketing Director to deliver powerful, personalized and targeted offers to your mobile customers using wireless mobile messaging.

- **Interactive Offer Director** is an optional module that adds the capability to deliver tailored offers to customers who contact your organization for service, thus increasing your profitability while adding to the positive customer experience.

- **Field Marketing Director** is an optional module that extends the functionality of Marketing Director to empower local agents and advisors to customize and monitor the execution of centrally-created campaigns to maximize campaign effectiveness.

Marketing Director: Powering your relationship marketing

At the heart of Chordiant Marketing Director Suite is Marketing Director, a flexible, scalable application specifically designed for powering marketing campaigns using traditional media channels: direct mail, telesales, statement inserts or messages, and print or broadcast advertising.

Marketing Director benefits

- Build and develop customer relationships using a "learning organization" approach with improvement cycles and advanced segmentation analysis.

- Achieve true one-to-one marketing by delivering highly targeted and personalized messages that match the right offer to the right customer at the right time, using powerful selection and segmentation features.

- Manage your marketing costs and revenues by campaign, and identify ways to maximize your return on marketing using analytical ROI data.

Marketing Director speeds the creation and execution of complex, multi-channel marketing campaigns.

Customers who have found value in Chordiant 5 Marketing Director:

Advance Bank
AIS
Alliance Leicester
Aviva – Norwich Union
AXA
Bank West
Banca Popolare di Novara
Bouygues Telecom
BSkyB
BT
Canadian Tire
CIBC
Cox Communications
CVS Pharmacy
Deutsche Bank
ERA PTC
Fairmont Hotels
JP Morgan Chase
John Lewis Partnership
Kaufhof Mediengruppe
Lloyds TSB
Mobilkom
National Savings & Investments
Norauto
Ohio Savings Bank
Omnitel
Postbank
Principal Financial
Proximus
Prudential
RAC
Standard Life
T-Mobile
TeleDanmark
Telenor Mobil AS
Telstra
Texas Instruments
UPS
Verisign

- Quickly modify specific components while a campaign executes in response to feedback and results.

- Marketing Director's best-in-class scheduler coordinates and monitors the execution of complex campaigns-even those that rely on interdependent tasks and external processes.

- Speed campaign development and execution using an intuitive drag-and-drop interface and reusable modular components.

- Enjoy the industry-leading performance and scalability to manage thousands of product offerings and millions of customers across multiple lines of business.

- Power intelligent customer interactions-determining customer needs and appropriate responses- with a single view of communications history, preferences and purchases.

- Seamlessly integrate Marketing Director with your current databases and technology investments thanks to Chordiant's open architecture.

Interactive Offer Director : Intelligent customer-relevant inbound offers

Interactive Offer Director automatically prompts agents servicing customers in contact centers, retail stores or branch offices to personalized, event-relevant marketing offers. In addition, offers can be delivered directly to customers during visits to web sites, kiosks or ATMs.

Interactive Offer Director benefits

- Automatically determines whether it is appropriate to make an offer to the customer taking into consideration operational constraints such as the number of calls on the contact center queue or stock availability

- Establishes both offer eligibility and prioritization based on the complete customer profile, the current interaction event and real-time data to ensure offer relevance
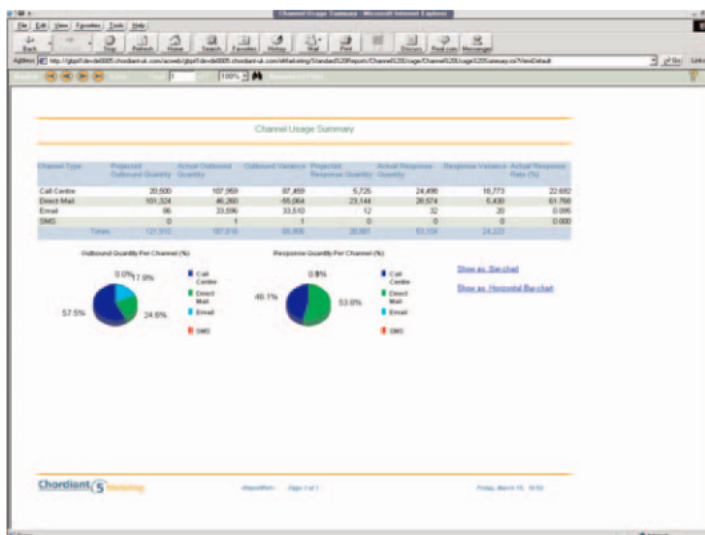
Chordiant 5 Marketing Director enables multichannel marketing campaigns and provides reports on channel usage as well as response rates.

• Maintains a full history of offers communicated to customers and their response

Email Marketing Director: Integrated E-mail marketing communications

Email Marketing Director integrates permission based Email marketing into the channel mix through the same user interface that is used for the core Marketing Director application. The solution encompasses outbound marketing Email personalisation and management of inbound reply E-mails from customers.

Email Marketing Director benefits

• Automatically identifies undelivered 'bounced' E-mails and tracks these in the Marketing Director communication history to ensure accurate subsequent reporting and targeting.

• Supports multiple E-mail formats including HTML and Text. The system can also deliver a combined type which ensures that customers using older technology can read the E-mail.

• Personalization of content within an Email so that each recipient can receive a unique set of offers to improve offer relevance and response rates.

• Tracks reply Emails from customers and automatically identifies responses and / or routes them to appropriate customer service agents for response.

• Delivers E-mails through parallel integration with existing E-mail servers using common standards to provide unlimited scalability

Mobile Marketing Director: Connecting with customers anytime, anywhere

Mobile Marketing Director extends your traditional marketing campaigns to include permission-based mobile messaging. Your customers will appreciate timely, relevant offers that match their needs, preferences and around-the-clock lifestyles.

Mobile Marketing Director benefits

• Reach on-the-go customers by integrating the wireless channel into your marketing campaigns.

• Quickly and easily deliver mobile messages to your customers in a variety of formats including SMS, EMS, MMS and Nokia Smart Messages.

• Monitor the delivery status of messages and automatically record delivery in the customer communications history.

• Set validity periods and prioritize messages so that time-sensitive information such as important changes to customer accounts, last minute discounted tickets on flights, or in-stock notifications for highly prized shopping items are delivered promptly.

• Automatically monitor mobile message replies from your customers and identify them in the database as a campaign response, or alert the appropriate agent via e-mail.

Field Marketing Director: Enabling Collaborative Marketing

Chordiant 5 Field Marketing Director enables local retail channel managers, agents, relationship managers and financial advisors to provide input into centrally-defined and executed campaigns to maximize marketing effectiveness. Now you can extend the power of marketing automation and leverage local knowledge concerning both customers and business objectives while maintaining central control over the execution and analysis of your campaigns.

• Audience customization enables local agents and advisors to add relevant prospects and existing customers to centrally-created campaigns based on real-time sales and service events.

• Local users in the field can monitor execution of collaborative campaigns in their region.

• Local users can view and subscribe to centrally-created campaigns as well as add or delete target prospects through a browser-based interface.

• Central marketing maintains control over campaign strategies, definition, execution and evaluation.
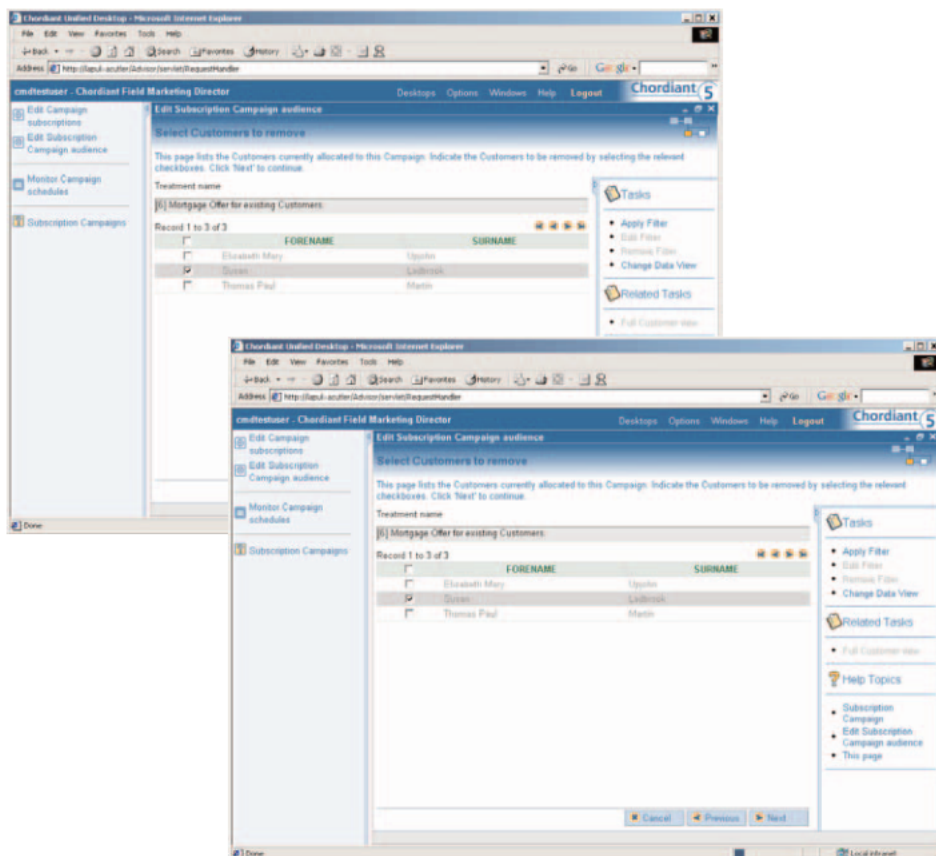
Local agents, branches and dealers can view specifics on each campaign, opt-in or out of selected campaigns and add/delete targeted prospects to the list using Chordiant 5 Field Marketing Director.

Learn more about Chordiant solutions

Chordiant orchestrates and automates end-to-end operational business processes. Chordiant solutions use rapidly configurable components that enhance multi-channel communications with customers while preserving your investments in systems and data.

Discover how Chordiant's process-driven solutions can help your service-oriented business improve productivity, reduce operational costs and increase revenues.

Contact your local Chordiant sales office today, or visit us on the Web at www.chordiant.com.

World Headquarters
Chordiant Software, Inc.
20400 Stevens Creek Blvd.
Cupertino, CA 95014
Tel: 1 408 517 6100
Fax: 1 408 517 0270
1 888 CHORDIANT
(1 888 246 7342)

European Headquarters
Chordiant Software Int'l., Inc.
2 Goat Wharf, High Street
Brentford, Middlesex
UK TW8 0BA
Tel: +44 (0) 20 8380 0600
Fax: +44 (0) 20 8380 0606

www.chordiant.com

Chordiant.