

Global Banking CRM Software Market Size study, by Offering (Solution, Service), by Deployment Mode (On-Premises, Cloud), by Application (Customer Service, Customer Experience Management, CRM Analytics, Marketing Automation, Salesforce Automation, Others) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G53BB13EA32CEN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G53BB13EA32CEN

Abstracts

The Global Banking CRM Software Market is valued approximately at USD 12.71 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.66% over the forecast period 2024-2032. The concept of customer relationship management (CRM) in the banking sector is focused on establishing and maintaining long-term relationships with clients to benefit both consumers and banks. This approach enables banks to identify, categorize, and engage with each customer, fostering lasting connections. In today's business environment, banks need to recognize customer needs and tailor their offerings to enhance revenues. Increase in new CRM software and the adoption of advanced technologies are some of the trends driving the banking CRM software market growth. For instance, in April 2020, Temenos launched Software-as-a-Service (SaaS) propositions using innovative explainable artificial intelligence (XAI) and cloud technology to help the banking industry manage consumer relationships during the coronavirus pandemic. Moreover, the rise in digital banking activities is further fueling market growth.

Banking CRM software significantly improves data quality and helps businesses develop sustainable marketing models to meet increasing demands. This software is increasingly adopted to enhance business efficiency, driving the growth of the banking CRM software market. However, concerns regarding the potential loss of crucial customer data and high initial software costs are limiting market expansion. Conversely,

opportunities to access unexplored markets and the availability of trained professionals are expected to create lucrative opportunities in the coming years. Additionally, developments and initiatives toward CRM for investment banking are anticipated to provide potential growth opportunities for the market.

The key region in the Global Banking CRM Software Market includes North America, Europe, Asia Pacific, Latin America, Middle East & Africa. In 2023, North America dominates the banking CRM software market in terms of revenue, due to its robust financial infrastructure, technological innovation, and large-scale adoption of digital banking solutions. Major financial institutions in the region prioritize customer relationship management (CRM) software to enhance customer engagement, streamline operations, and drive profitability. The presence of key players and a strong ecosystem of fintech startups continuously innovate CRM solutions tailored to banking needs. Regulatory compliance and data security measures further reinforce North America's dominance, shaping industry standards globally. This leadership underscores the region's pivotal role in shaping the future of CRM technologies within the banking sector. Furthermore, Asia-Pacific is anticipated to experience the fastest growth in the market during the forecast period 2024-2032.

Major market players included in this report are:

Salesforce, Inc.

SugarCRM Inc.

Microsoft

Oracle

LeadSquared

Pegasystems Inc.

Claritysoft

Zoho Corporation Pvt. Ltd.

HubSpot, Inc.

KAPTURE

Freshworks Inc.

SAP SE

Creatio

Nextiva

Nimble

The detailed segments and sub-segment of the market are explained below:

By Offering:

Solution

Service

By Deployment Mode:

On-Premises

Cloud

By Application:

Customer Service

Customer Experience Management

CRM Analytics

Marketing Automation

Salesforce Automation

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL BANKING CRM SOFTWARE MARKET EXECUTIVE SUMMARY

- 1.1. Global Banking CRM Software Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Offering
 - 1.3.2. By Deployment Mode
 - 1.3.3. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL BANKING CRM SOFTWARE MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL BANKING CRM SOFTWARE MARKET DYNAMICS

Global Banking CRM Software Market Size study, by Offering (Solution, Service), by Deployment Mode (On-Premise...

3.1. Market Drivers

- 3.1.1. High Demand for Banking CRM to Enhance Customer Experience
- 3.1.2. High Bank Productivity and Profitability
- 3.1.3. Better Segmentation and Customer Retention

3.2. Market Challenges

- 3.2.1. Possibility of Losing Crucial Customer Data
- 3.2.2. Expensive Initial Cost of Software

3.3. Market Opportunities

- 3.3.1. Opportunity to Access Unexplored Markets
- 3.3.2. Availability of Trained Professionals
- 3.3.3. Developments & Initiatives Toward CRM for Investment Banking

CHAPTER 4. GLOBAL BANKING CRM SOFTWARE MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL BANKING CRM SOFTWARE MARKET SIZE & FORECASTS BY OFFERING 2022-2032

5.1. Segment Dashboard

5.2. Global Banking CRM Software Market: Offering Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Solution

5.2.2. Service

CHAPTER 6. GLOBAL BANKING CRM SOFTWARE MARKET SIZE & FORECASTS BY DEPLOYMENT MODE 2022-2032

6.1. Segment Dashboard

6.2. Global Banking CRM Software Market: Deployment Mode Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. On-Premises

6.2.2. Cloud

CHAPTER 7. GLOBAL BANKING CRM SOFTWARE MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

7.1. Segment Dashboard

7.2. Global Banking CRM Software Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. Customer Service

7.2.2. Customer Experience Management

7.2.3. CRM Analytics

7.2.4. Marketing Automation

7.2.5. Salesforce Automation

7.2.6. Others

CHAPTER 8. GLOBAL BANKING CRM SOFTWARE MARKET SIZE & FORECASTS BY REGION 2022-2032

8.1. North America Banking CRM Software Market

8.1.1. U.S. Banking CRM Software Market

8.1.1.1. Offering breakdown size & forecasts, 2022-2032

8.1.1.2. Deployment Mode breakdown size & forecasts, 2022-2032

8.1.1.3. Application breakdown size & forecasts, 2022-2032

8.1.2. Canada Banking CRM Software Market

8.2. Europe Banking CRM Software Market

- 8.2.1. U.K. Banking CRM Software Market
- 8.2.2. Germany Banking CRM Software Market
- 8.2.3. France Banking CRM Software Market
- 8.2.4. Spain Banking CRM Software Market
- 8.2.5. Italy Banking CRM Software Market
- 8.2.6. Rest of Europe Banking CRM Software Market
- 8.3. Asia-Pacific Banking CRM Software Market
 - 8.3.1. China Banking CRM Software Market
 - 8.3.2. India Banking CRM Software Market
 - 8.3.3. Japan Banking CRM Software Market
 - 8.3.4. Australia Banking CRM Software Market
 - 8.3.5. South Korea Banking CRM Software Market
 - 8.3.6. Rest of Asia Pacific Banking CRM Software Market
- 8.4. Latin America Banking CRM Software Market
 - 8.4.1. Brazil Banking CRM Software Market
 - 8.4.2. Mexico Banking CRM Software Market
 - 8.4.3. Rest of Latin America Banking CRM Software Market
- 8.5. Middle East & Africa Banking CRM Software Market
 - 8.5.1. Saudi Arabia Banking CRM Software Market
 - 8.5.2. South Africa Banking CRM Software Market
 - 8.5.3. Rest of Middle East & Africa Banking CRM Software Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Salesforce, Inc.
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Market Strategies
 - 9.3.2. Microsoft
 - 9.3.3. Oracle
 - 9.3.4. SugarCRM Inc.

- 9.3.5. LeadSquared
- 9.3.6. Pegasystems Inc.
- 9.3.7. Claritysoft
- 9.3.8. Zoho Corporation Pvt. Ltd.
- 9.3.9. HubSpot, Inc.
- 9.3.10. KAPTURE
- 9.3.11. Freshworks Inc.
- 9.3.12. SAP SE
- 9.3.13. Creatio
- 9.3.14. Nextiva
- 9.3.15. Nimble

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Banking CRM Software market, report scope

TABLE 2. Global Banking CRM Software market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Banking CRM Software market estimates & forecasts by Offering 2022-2032 (USD Billion)

TABLE 4. Global Banking CRM Software market estimates & forecasts by Deployment Mode 2022-2032 (USD Billion)

TABLE 5. Global Banking CRM Software market estimates & forecasts by Application 2022-2032 (USD Billion)

TABLE 6. Global Banking CRM Software market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 7. Global Banking CRM Software market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Banking CRM Software market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Banking CRM Software market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Banking CRM Software market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Banking CRM Software market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Banking CRM Software market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Banking CRM Software market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Banking CRM Software market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Banking CRM Software market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Banking CRM Software market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Banking CRM Software market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Banking CRM Software market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Banking CRM Software market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 20. Canada Banking CRM Software market estimates & forecasts by segment
2022-2032 (USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Banking CRM Software market, research methodology
- FIG 2. Global Banking CRM Software market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Banking CRM Software market, key trends 2023
- FIG 5. Global Banking CRM Software market, growth prospects 2022-2032
- FIG 6. Global Banking CRM Software market, porters 5 force model
- FIG 7. Global Banking CRM Software market, PESTEL analysis
- FIG 8. Global Banking CRM Software market, value chain analysis
- FIG 9. Global Banking CRM Software market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Banking CRM Software market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Banking CRM Software market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Banking CRM Software market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Banking CRM Software market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Banking CRM Software market, regional snapshot 2022 & 2032
- FIG 15. North America Banking CRM Software market 2022 & 2032 (USD Billion)
- FIG 16. Europe Banking CRM Software market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Banking CRM Software market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Banking CRM Software market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Banking CRM Software market 2022 & 2032 (USD Billion)
- FIG 20. Global Banking CRM Software market, company market share analysis (2023)

.....

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

I would like to order

Product name: Global Banking CRM Software Market Size study, by Offering (Solution, Service), by Deployment Mode (On-Premises, Cloud), by Application (Customer Service, Customer Experience Management, CRM Analytics, Marketing Automation, Salesforce Automation, Others) and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G53BB13EA32CEN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G53BB13EA32CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970