

Global Call Center AI Market Size study, by Component (Solutions, Services), by Mode of Channel (Phone, Social Media, Chat, Email or Text, Website), By Application (Workforce Optimization, Predictive Call Routing, Journey Orchestration , Agent Performance Management, Sentiment Analysis, Appointment Scheduling, Other Applications), By Deployment Mode (Cloud, On-premises), By Organization Size (SMEs, Large Enterprises), by Verticals (BFSI, Media & entertainment, Retail & eCommerce, Healthcare & Life Sciences, Travel & Hospitality, IT & Telecom, Transportation & Logistics, Others) and Regional Forecasts 2022-2028

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Abstracts

Global Call Center AI Market is valued approximately USD 1.3 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 21% over the forecast period 2022-2028. AI can provide call centre agents with detailed historical data and insights about a customer, allowing them to provide cross-selling and up-selling opportunities. AI-enabled chatbots and virtual agents can also be used by businesses to automate repetitive and manual processes such as order placement, balance inquiries, general inquiries, technical assistance, and other customer services. Furthermore, call centre AI solutions enable businesses to strengthen and improve their contact centres without requiring deep AI expertise, all while lowering operational costs. The major factors driving the growth of the Call Center AI market are increased data and increased

customer engagement via social media platforms. Some of the benefits of AI deployment mentioned by respondents were 24-hour service, quick responses to inquiries, and answers to simple questions. In some cases, dealing with customer inquiries in real time may be difficult for a customer service representative because customers may not understand the context of their inquiry. Better data analytics skills have been required as a result of this. However, unsupervised self-learning of chatbots, on the other hand, is a major impediment to the adoption of call centre AI solutions, as self-training of autonomous virtual agents through complex data and unsupervised learning algorithms is a difficult task. Furthermore, advanced AI and ML systems are employed by call centres in a variety of industries, including BFSI, IT & telecom, healthcare, and retail, to forecast outcomes and automate subsequent procedures. End use industry are widely adopting such call center AI. For instance, Avaya engaged into a strategic alliance with Alcatel -Lucent in March 2022 to increase the availability of Avaya's OneCloud CCaaS composable solutions to Alcatel -Lucent's worldwide customer base while also making the digital networking solutions available to Avaya customers globally. Sprinklr and Google Cloud will collaborate in January 2022 to help organisations reinvent their customer experience management strategies. Sprinklr collaborated with Google Cloud to speed their go-to-market strategy and increase client awareness. Sprinklr will collaborate closely with the worldwide salesforce, leveraging deep ties with businesses who have chosen to develop on Google Cloud.

The key regions considered for the global Call Center AI Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is expected to hold the largest share of the call centre AI market because of the region's call centres' early adoption of call centre AI technologies. Call centre AI solutions and services are highly effective in most organisations and verticals in North America, owing to the growing need to provide businesses with a way to operationalize and extract more value from data assets. Increased smartphone adoption, as well as technological advancements in call centres, drive adoption across North America. However, Asia-Pacific is expected to grow at the fastest rate during the forecast period. Massive investments in call centre solutions by countries such as China, Japan, Thailand, India, and Indonesia are propelling the market forward. Furthermore, factors such as the presence of a large customer base, a significant number of SMEs, the rise of the e-commerce industry, and government initiatives supporting business process automation fuel the call centre AI industry growth.

Major market player included in this report are:

IBM

Microsoft

Oracle

Aws

Google

Sap

Avaya

Nice

Nuance Communications

Genesys

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

ByComponent

Solutions

Services

By Mode of Channel:

Phone

Social Media

Chat

Email or Text

Website

By Application:

Workforce Optimization

Predictive Call Routing

Journey Orchestration

Agent Performance Management

Sentiment Analysis

Appointment Scheduling

Other Applications

By Deployment Mode:

Cloud

On-premises

By Organization Size:

SMEs

Large Enterprises

By Verticals:

BFSI

Media & entertainment

Retail & eCommerce

Healthcare & Life Sciences

Travel & Hospitality

IT & Telecom

Transportation & Logistics

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 the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Call Center AI Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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