

# **Global Contact Center as a Service Market Size study, by function (Interactive Voice Response (IVR), Multichannel, Automatic Call Distribution, Computer Telephony Integration, Reporting and Analytics, Workforce Optimization, Customer Collaboration, Others), by Enterprise Size (Large Enterprise, Small and Medium Size Enterprise), by End Use (BFSI, IT and Telecommunication, Government, Healthcare, Consumer Goods and Retail, Travel and Hospitality, Media and Entertainment, Others)and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Contact center as a service market is valued at approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2021-2027. The contact center as a service provides solutions and tools to support the agents in dealing customers. The system provides real time assistance to boost customer handling skills. It is vastly adopted by small and medium enterprises, owning its advanced customer service capabilities. Increasing need to improve customer experience is expected to fuel the contact center as service market (STAT). Benefit of flexibility, scalability, and lower cost are also propelling the market growth.. For instance, FedEx upgraded its IVR system that provides humanized communication over IVR system, which enables customer to convey the message by speaking and the system provide assistance without agent support. Through this, the company reduced 11,000 per day live calls of live agents with just 6% automation. Moreover several key players are taking strategic initiatives to expand their presence in the market for

instance,

- In October 2019, NICE Ltd. Launched its first digital omni channel named NICE inContacext CXone. The launch aims to promote reach to thoeer customers via all the available channels using its CXone omnichannel service.

However, rising concern of data security may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global Contact centre as a service market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World (ROW).

North America is expected to gain the maximum contact center as a service market share. The region holds a great number of enterprises shifting to cloud-based services, the significant presence of cloud computing enterprises is driving the development of various technologies.

Europe ranks second in the market, as the enterprises focusing on gaining a vast costumer base are boosting the market growth in this region.

Major market player included in this report are:

Cisco Systems , Inc.

Genesys

Five9. 8 x 8 Inc.

NICE Ltd.

3CLogic

Oracle Corporation

Avaya Inc.

Mitel Networks

Evolve IP LLC.

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:

**By Function:**

Interactive Voice Response (IVR)  
Multichannel, Automatic Call Distribution  
Computer telepathy integration  
Reporting and Analytics  
Workforce Optimization  
Customer Collaboration  
Others

**By Enterprise Size:**

Large Size  
Medium size  
Small size

**By End Use:**

BFSI  
IT and Telecommunication  
Government  
Healthcare  
Consumer Goods and Retail  
Travel and Hospitality  
Media and Entertainment  
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  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Contact centre as a service marketin 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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