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Global Contact Center as a Service (CCaaS) Market Size study, By Offering (Solutions, Services), By Organization Size (Large Enterprise, SME's), By End Use Industry (BFSI, IT and Telecommunications, Government, Media and Entertainment, Healthcare), and Regional Forecasts 2022-2028

https://marketpublishers.com/r/G2BE97964E08EN.html
Date: August 2022
Pages: 200
Price: US$ 4,950.00 (Single User License)
ID: G2BE97964E08EN

Abstracts

Global Contact Center as a Service (CCaaS) Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Contact Center as a Service (CCaaS) refers to Cloud based customer experience solutions. CCaas enables companies to utilize a contact center vendor’s software. The CCaas model allows business to purchase only the technology they need, which reduces the need for internal IT support. The growing cloud services market worldwide, and rising adoption of API based contact centers as well as strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, according to Statista – in 2019, the global market for cloud services was estimated at USD 152.11 billion, and it further increased to USD 172.11 billion in 2021. Furthermore, leading market players are coming up with new innovative solutions to leverage the growing demand for Contact Center as a Service (CCaaS) solutions. For instance, in March 2022, Google launched its new Google Cloud Contact Center AI Platform. This new platform offers an out-of-box, end-to-end solution for the contact center and brings together AI, cloud scalability, multi-experience capabilities and CRM integrations. Moreover, in July 2022, Microsoft launched its new Digital Contact Center Platform. This new Digital Contact Center Platform combines audio, video, and chat services from a range of products, such as Dynamics 365, Microsoft Teams, Azure, and

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Nuance AI. Also, growing emergence of remote working trend coupled with rising digitalization across different industries are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, rising concern over data breaches and high deployment cost associated with CCAS impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Contact Center as a Service (CCaaS) Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing adoption of cloud-based services and presence of leading market players in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving growth of industrial automation as well as growing e-commerce sector, would create lucrative growth prospects for the global Contact Center as a Service (CCaaS) Market across the Asia Pacific region.

Major market players included in this report are:
AT&T Inc.
Cisco Systems
Microsoft Corporation
Accenture LLP
Amazon.com Inc. (AWS)
IBM Corporation
Alphabet Inc. (Google Corporation)
Unify Inc.
Five9, Inc.
Avaya, Inc.

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 Offering

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Solutions
Services
By Organization Size
Large Enterprise
SME's
By End Use Industry
BFSI
IT and Telecommunications
Government
Media and Entertainment
Healthcare
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

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Forecast period – 2022 to 2028

Target Audience of the Global Contact Center as a Service (CCaaS) 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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