

Global Customer Communication Management Market Size Study & Forecast, By Component (Software, Services) By Channel (SMS, Email, Website, Social Media, Others), By Industry (BFSI, Retail, IT & Telecom, Government, Healthcare, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Customer Communication Management Market is valued at approximately USD 1.69 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 11.80% over the forecast period 2023-2030. Customer Communication Management (CCM) is a comprehensive strategy and set of processes that organizations use to design, create, deliver, and manage personalized communications with their customers. The primary goal of CCM is to enhance the customer experience by ensuring consistent and targeted communication across various channels, such as print, email, SMS, social media, and more. This involves the integration of customer data, content creation, and delivery mechanisms to provide a seamless and cohesive communication experience. The Customer Communication Management market is expanding because of factors such as the growing adoption of omnichannel communication, rising digital transformation initiatives, and rising adoption of cloud-based solutions.

Businesses are prioritizing the delivery of consistent messaging across diverse communication channels, encompassing email, text, and social media platforms. It is imperative for organizations to consistently furnish pertinent documents and promotions to uphold robust customer relationships. In a technology-centric landscape, customers anticipate engaging with businesses via their preferred channels, be it email, SMS, voice, web, mobile apps, or social media, at their convenience. According to Freshdesk Chat's 2021 report, nearly 79% of users prefer live chat assistance for swift responses.

Customer satisfaction rates reflect this preference, with live chat scoring at 73%, outperforming email assistance at 61% and phone support at 44%. The average wait time for live chat stands at 46 seconds. Interestingly, 69% of customers prefer interacting with a human agent during chat assistance over engaging with chatbots. Consequently, the market is experiencing growth driven by the increasing demand for omnichannel communication is driving the market growth. In addition, the focus on personalization and targeted marketing and the growth of e-commerce and digital banking are creating new opportunities for market growth. However, the rising complexity of templates and data synchronization stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Customer Communication Management Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The market expansion is propelled by the abundance of CCM solution providers operating within the region. Particularly in the U.S., telecommunication firms are embracing these solutions to engage with subscribers concerning billing statements, service enhancements, outage notifications, and promotional incentives. The escalating demand for comprehensive consumer insights and insights into industry trends and risks stands out as pivotal drivers of market advancement within the region. Asia Pacific is expected to grow significantly during the forecast period, Asia Pacific is witnessing a gradual introduction of customer communication management solutions, as several key market players enter the region. Furthermore, the expanding presence of major players in developing countries like South Korea, India, and China is extending their geographical reach, thus propelling market growth in the region. Businesses in Asia Pacific predominantly employ in-house customer communication management solutions to enhance customer outreach and foster customer retention. These dynamics are anticipated to bolster the regional market's growth throughout the forecast period.

Major market players included in this report are:

Quadient S.A (France)

Doxee S.p.A (Italy)

Doxim Holdings Inc. (Canada)

Newgen Software Technologies Limited (India)

Open Text Corporation (Canada)

Intense Technologies (in10stech) (India)

BelWo, Inc. (US)

Precisely (US)

Smart Communications Inc (UK)

Nagarro SE (Germany)

Recent Developments in the Market:

In June 2023, Quadient announced partnership with Plexus Tech, a technology firm specializing in IT products and services. This alliance grants Plexus Tech clients access to an advanced centralized platform fueled by Quadient Inspire, enabling streamlined optimization and management of both internal and external communication endeavors.

In August 2022, Newgen Software Technologies Limited forged a strategic alliance with FPT Information System Corporation, a prominent company based in Vietnam. This partnership is geared towards bolstering Newgen's presence in the Asia Pacific region, particularly by augmenting its sales force in Vietnam.

Global Customer Communication Management Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Component, Channel, Industry, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters to detailed information about the crucial aspects such as driving factors & challenges that will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Software

Services

By Channel:

SMS

Email

Website

Social Media

Others

By Industry:

BFSI

Retail

IT & Telecom

Government

Healthcare

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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