

Global Customer Engagement Solutions Market Size study, By Component (Solutions, Services), By Deployment Mode (On-premise, Cloud), By Verticals (Banking, Financial Services, and Insurance, Telecom and IT, Retail and Consumer Goods, Media and Entertainment, Others), and Regional Forecasts 2022-2028

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Abstracts

Global Customer Engagement Solutions Market is valued at approximately USDXX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. A consumer engagement solution is the incorporation of consumer engagement software and services that are used to manage customer communications with a wide range of touchpoints and channels. This solution is highly adopted to optimize the workforce, generate engagement applications, and automate processes. The growth of the eCommerce and mCommerce industry, increasing investments in Artificial Intelligence (AI), coupled with the rise in cross-selling and upselling activities are the major factors impelling the market demand around the world. For instance, according to Statista, in 2019, retail e-commerce sales globally are recorded at USD 3,351 billion, and the figure is projected to rise and is likely to reach USD 7,391 billion. Consequentially, the rising e-commerce sales are fostering the demand for customer engagement solutions, which, in turn, augment the market growth in the impending years. However, data security and privacy concerns and complexities to synchronize data between customer engagement solutions and other technology impede the growth of the market over the forecast period of 2022-2028. Also, the increasing applicability of Big Data and Machine Learning and rising emphasis on delivering enhanced omnichannel customer engagement are anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global Customer Engagement Solutions 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 rising adoption of advanced technologies such as AI, ML, and big data, along with the strong presence of leading market players. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the growth of the e-commerce industry, rising proliferation of smartphones, as well as growth of the countries like South Korea, India, Japan, and China would create lucrative growth prospects for the Customer Engagement Solutions Market across the Asia-Pacific region.

Major market players included in this report are:

Avaya

IBM Corporation

Microsoft Corporation

NICE Systems

Oracle Corporation

SAP SE

Zendesk

Pegasystems

Verint Systems

eGain Corporation

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 Component:

Solutions

Services

By Deployment Mode:

On-premise

Cloud

By Verticals:

Banking, Financial Services, and Insurance

Telecom and IT

Retail and Consumer Goods

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Customer Engagement Solutions 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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