

Global Customer Journey Mapping Software Market Size study, By Component (Software, Services, Consulting Services), By Organization Size (Small and Medium Enterprises, Large Enterprises), By Deployment (On-Premise, Cloud-based), and Regional Forecasts 2022-2028

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Abstracts

Global Customer Journey Mapping Software 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. Customer journey mapping software is also referring as a digital tool that is used to collect and present qualitative and quantitative data of customer interaction with a business by mapping out the actions to attain an objective. This software allows users to interact via live chat, social media, email, or other channels; mapping the customer's journey, which helps businesses to gather information about common customer pain points for better customer experience and personalization. The increasing focus on offering a better consumer experience, rising technological advancements, and growing advantages such as ease of deployment, flexibility, cost-effectiveness, and rising productivity of the adoption of the customer journey mapping software are the several factors soaring the market demand worldwide. For instance, in January 2021, NICE proclaimed the launch of the company's new integrated features between Microsoft Teams and NICE inContact CXOne. This advancement enables real-time recording and compatibility with a wide range of connected applications. Likewise, in December 2020, Genesys declared the introduction of its Genesys Digital- a new business segment, which allows businesses to carry on with customers' growing preferences for digital involvement in the customer experience through chatbot support, SMS appointments scheduling, or webchat for an inquiry. Thereby, an increasing number of technological developments are stimulating

market growth across the globe. However, increasing privacy concerns by various business enterprises impede the growth of the market over the forecast period of 2022-2028. Also, increasing adoption of cloud-based software and growing investment in R&D activities are anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global Customer Journey Mapping Software 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 increasing acceptance of novel technologies. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the growing focus on offering enhanced consumer experience, as well as the rising demand for connected devices, would create lucrative growth prospects for the Customer Journey Mapping Software Market across the Asia-Pacific region.

Major market players included in this report are:

WebEngage

Smaply

UXPressia

Adobe

TandemSeven

Acquia

CEMantica

CustomersFirst Now

CloudCherry

Ecrion Software

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 Components of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Software

Services

Consulting Services

By Organization Size:

Small and Medium Enterprises

Large Enterprises

By Deployment:

On-Premise

Cloud-based

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 Journey Mapping Software 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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