

Global Social Customer Relationship Management (CRM) Market Size study, by Application (Marketing, Sales, Customer support & service, Others) by Deployment type (On demand, On premise) by Solutions (Social Monitoring, Social Mapping, Social Middleware, Social Management, Social Measurement) by Users (Small and Medium Businesses, Enterprises) by Verticals (Academia & Government, Automotive, Transportation and Logistics, BFSI, Consumer Goods and Retail, Energy , Power and Utilities, Healthcare, Oil and Gas, Telecom and IT) and Regional Forecasts 2021-2027

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Abstracts

Global Social Customer Relationship Management (CRM)Market is valued approximately USD 27.2billion in 2020 and is anticipated to grow with a healthy growth rate of more than 51.9% over the forecast period 2021-2027. Web 2.0 and Big Data technology have enabled the creation of a new customer engagement strategy centered on engagement and collaborations known as Social Customer Relationship Management (Social CRM). Customers will be more engaged and satisfied as a result of this. Implementing Social CRM is a difficult endeavor that requires consideration of several organizational, human, and technology factors. In today's business environment, social Customer Relationship Management (CRM) solutions are growing rapidly. With the internet and social media, businesses are integrating social media into CRM software, paving the door for social CRM to emerge as a new network. In B2C

enterprises, there is a considerable increase in demand for CRM solutions. With roughly 23.5 percent and 22.0 percent of the market, respectively, the retail and BFSI segments emerged as the major shareholders in 2020. Banking and financial institutions utilize CRM systems because they enable them create a better customer experience. Furthermore, Big Data enhances Social CRM by allowing for more precise decision-making and a more effective exchange of information among social consumers and the organization. In Social CRM, Big Data technologies can be used for a variety of applications. Commercial suggestion, which suggests the commodity or solution with the best chance of success for each customer, is one of them. Businesses are also developing new products to expand and reinforce their approved projects and attract potential investors, which is one of the factors driving market growth. Salesforce.com, Inc., for example, purchased Mulesoft, an integration software business, in March 2018. Mulesoft's connectivity technologies and huge buyer base were made available to the company as part of the deal. However, the lack of methodologies to aid organizations in these operations is impeding industry expansion. Also, the abundance of open information available on the internet from a diversity of ways and domains is rapidly increasing, and it currently represents a significant body of knowledge that can help develop opportunities for Social CRM.

With the demand for more business-specific solutions for companies, North America is likely to be the largest market in terms of sales revenues. While growing investments in the Social CRM Market are likely to boost market growth in Asia-Pacific (APAC) in the years ahead. The elements that drive growth during the forecast period are the market's great perspective in respect of venture capital investments.

Major market player included in this report are:

IBM Corporation
Jive Software, Inc.
Lithium Technologies, LLC
Microsoft Corporation
NetSuite, Inc.
Oracle Corporation
Pegasystems, Inc.
Salesforce.com, Inc.
SAP SE
SugarCRM, 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 Application:

- Marketing
- Sales
- Customer support & service
- Others

By Deployment type:

- On demand
- On premise

By Solutions:

- Social Monitoring
- Social Mapping
- Social Middleware
- Social Management
- Social Measurement

By Users:

- Small and Medium Businesses
- Enterprises

By Verticals:

- Academia & Government
- Automotive, Transportation and Logistics
- BFSI
- Consumer Goods and Retail
- Energy, Power and Utilities
- Healthcare
- Oil and Gas
- Telecom and IT

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 Social Customer Relationship Management (CRM)
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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Social Customer Relationship Management (CRM) Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Social Customer Relationship Management (CRM) Market, by Application,2019-2027 (USD Billion)
 - 1.2.3. Social Customer Relationship Management (CRM) Market, by Deployment Type,2019-2027 (USD Billion)
 - 1.2.4. Social Customer Relationship Management (CRM) Market, by Solutions ,2019-2027 (USD Billion)
 - 1.2.5. Social Customer Relationship Management (CRM) Market, by Users,2019-2027 (USD Billion)
 - 1.2.6. Social Customer Relationship Management (CRM) Market, by Verticals ,2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET DYNAMICS

- 3.1. Social Customer Relationship Management (CRM) Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing use of social media

- 3.1.1.2. Adoption of big data technologies
- 3.1.2. Market Challenges
 - 3.1.2.1. Lack of methodologies
- 3.1.3. Market Opportunities
 - 3.1.3.1. Abundance of open information source

CHAPTER 4. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET, BY APPLICATION

- 5.1. Market Snapshot
- 5.2. Global Social Customer Relationship Management (CRM) Market by Application, Performance - Potential Analysis
- 5.3. Global Social Customer Relationship Management (CRM) Market Estimates & Forecasts by Application 2018-2027 (USD Billion)
- 5.4. Social Customer Relationship Management (CRM) Market, Sub Segment Analysis
 - 5.4.1. Marketing
 - 5.4.2. Sales
 - 5.4.3. Customer support & Service
 - 5.4.4. Others

CHAPTER 6. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT

(CRM) MARKET, BY DEPLOYMENT TYPE

- 6.1. Market Snapshot
- 6.2. Global Social Customer Relationship Management (CRM) Market by Deployment Type, Performance - Potential Analysis
- 6.3. Global Social Customer Relationship Management (CRM) Market Estimates & Forecasts by Deployment Type 2018-2027 (USD Billion)
- 6.4. Social Customer Relationship Management (CRM) Market, Sub Segment Analysis
 - 6.4.1. On Demand
 - 6.4.2. On Premises

CHAPTER 7. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET, BY SOLUTIONS

- 7.1. Market Snapshot
- 7.2. Global Social Customer Relationship Management (CRM) Market by Solutions , Performance - Potential Analysis
- 7.3. Global Social Customer Relationship Management (CRM) Market Estimates & Forecasts by Solutions 2018-2027 (USD Billion)
- 7.4. Social Customer Relationship Management (CRM) Market, Sub Segment Analysis
 - 7.4.1. Social Monitoring
 - 7.4.2. Social Mapping
 - 7.4.3. Social Middleware
 - 7.4.4. Social Management
 - 7.4.5. Social Measurement

CHAPTER 8. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET, BY USERS

- 8.1. Market Snapshot
- 8.2. Global Social Customer Relationship Management (CRM) Market by Users , Performance - Potential Analysis
- 8.3. Global Social Customer Relationship Management (CRM) Market Estimates & Forecasts by Users 2018-2027 (USD Billion)
- 8.4. Social Customer Relationship Management (CRM) Market, Sub Segment Analysis
 - 8.4.1. Small & Medium Businesses
 - 8.4.2. Enterprises

CHAPTER 9. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT

(CRM) MARKET, BY VERTICALS

- 9.1. Market Snapshot
- 9.2. Global Social Customer Relationship Management (CRM) Market by Verticals , Performance - Potential Analysis
- 9.3. Global Social Customer Relationship Management (CRM) Market Estimates & Forecasts by Verticals 2018-2027 (USD Billion)
- 9.4. Social Customer Relationship Management (CRM) Market, Sub Segment Analysis
 - 9.4.1. Academia & Government
 - 9.4.2. Automotive, Transportation and Logistics
 - 9.4.3. BFSI
 - 9.4.4. Consumer Goods and Retail
 - 9.4.5. Energy, Power and Utilities
 - 9.4.6. Healthcare
 - 9.4.7. Oil and Gas
 - 9.4.8. Telecom and IT

CHAPTER 10. GLOBAL SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET, REGIONAL ANALYSIS

- 10.1. Social Customer Relationship Management (CRM) Market, Regional Market Snapshot
- 10.2. North America Social Customer Relationship Management (CRM) Market
 - 10.2.1. U.S.Social Customer Relationship Management (CRM) Market
 - 10.2.1.1. Applicationbreakdown estimates & forecasts, 2018-2027
 - 10.2.1.2. Deployment Typebreakdown estimates & forecasts, 2018-2027
 - 10.2.1.3. Solutions breakdown estimates & forecasts, 2018-2027
 - 10.2.1.4. Users breakdown estimates & forecasts, 2018-2027
 - 10.2.1.5. Verticals breakdown estimates & forecasts, 2018-2027
 - 10.2.2. CanadaSocial Customer Relationship Management (CRM) Market
- 10.3. Europe Social Customer Relationship Management (CRM) Market Snapshot
 - 10.3.1. U.K. Social Customer Relationship Management (CRM) Market
 - 10.3.2. Germany Social Customer Relationship Management (CRM) Market
 - 10.3.3. France Social Customer Relationship Management (CRM) Market
 - 10.3.4. Spain Social Customer Relationship Management (CRM) Market
 - 10.3.5. Italy Social Customer Relationship Management (CRM) Market
 - 10.3.6. Rest of EuropeSocial Customer Relationship Management (CRM) Market
- 10.4. Asia-PacificSocial Customer Relationship Management (CRM) Market Snapshot
 - 10.4.1. China Social Customer Relationship Management (CRM) Market

- 10.4.2. India Social Customer Relationship Management (CRM) Market
- 10.4.3. Japan Social Customer Relationship Management (CRM) Market
- 10.4.4. Australia Social Customer Relationship Management (CRM) Market
- 10.4.5. South Korea Social Customer Relationship Management (CRM) Market
- 10.4.6. Rest of Asia Pacific Social Customer Relationship Management (CRM) Market
- 10.5. Latin America Social Customer Relationship Management (CRM) Market
- Snapshot
- 10.5.1. Brazil Social Customer Relationship Management (CRM) Market
- 10.5.2. Mexico Social Customer Relationship Management (CRM) Market
- 10.6. Rest of The World Social Customer Relationship Management (CRM) Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Top Market Strategies
- 11.2. Company Profiles
 - 11.2.1. IBM Corporation
 - 11.2.1.1. Key Information
 - 11.2.1.2. Overview
 - 11.2.1.3. Financial (Subject to Data Availability)
 - 11.2.1.4. Product Summary
 - 11.2.1.5. Recent Developments
 - 11.2.2. Jive Software, Inc.
 - 11.2.3. Lithium Technologies
 - 11.2.4. Microsoft Corporation
 - 11.2.5. NetSuite, Inc.
 - 11.2.6. Oracle Corporation
 - 11.2.7. Pegasystems, Inc.
 - 11.2.8. Salesforce.com, Inc.
 - 11.2.9. SAP SE
 - 11.2.10. SugarCRM, Inc.

CHAPTER 12. RESEARCH PROCESS

- 12.1. Research Process
 - 12.1.1. Data Mining
 - 12.1.2. Analysis
 - 12.1.3. Market Estimation
 - 12.1.4. Validation
 - 12.1.5. Publishing

12.2. Research Attributes

12.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Social Customer Relationship Management (CRM) market, report scope

TABLE 2. Global Social Customer Relationship Management (CRM) market estimates & forecasts by Region 2018-2027 (USDBillion)

TABLE 3. Global Social Customer Relationship Management (CRM) market estimates & forecasts by Application 2018-2027 (USDBillion)

TABLE 4. Global Social Customer Relationship Management (CRM) market estimates & forecasts by Deployment Type 2018-2027 (USDBillion)

TABLE 5. Global Social Customer Relationship Management (CRM) market estimates & forecasts by Solutions 2018-2027 (USDBillion)

TABLE 6. Global Social Customer Relationship Management (CRM) market estimates & forecasts by Users 2018-2027 (USDBillion)

TABLE 7. Global Social Customer Relationship Management (CRM) market estimates & forecasts by Verticals 2018-2027 (USDBillion)

TABLE 8. Global Social Customer Relationship Management (CRM) market by segment, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 9. Global Social Customer Relationship Management (CRM) market by region, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 10. Global Social Customer Relationship Management (CRM) market by segment, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 11. Global Social Customer Relationship Management (CRM) market by region, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 12. Global Social Customer Relationship Management (CRM) market by segment, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 13. Global Social Customer Relationship Management (CRM) market by region, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 14. Global Social Customer Relationship Management (CRM) market by segment, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 15. Global Social Customer Relationship Management (CRM) market by region, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 16. Global Social Customer Relationship Management (CRM) market by segment, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 17. Global Social Customer Relationship Management (CRM) market by region, estimates & forecasts, 2018-2027 (USDBillion)

TABLE 18. U.S. Social Customer Relationship Management (CRM) market estimates &

forecasts, 2018-2027 (USDBillion)

TABLE 19. U.S. Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 20. U.S. Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 21. Canada Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 22. Canada Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 23. Canada Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 24. UK Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 25. UK Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 26. UK Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 27. Germany Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 28. Germany Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 29. Germany Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 30. RoE Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 31. RoE Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 32. RoE Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 33. China Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 34. China Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 35. China Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 36. India Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 37. India Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 38. India Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 39. Japan Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 40. Japan Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 41. Japan Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 42. RoAPAC Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 43. RoAPAC Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 44. RoAPAC Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 45. Brazil Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 46. Brazil Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 47. Brazil Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 48. Mexico Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 49. Mexico Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 50. Mexico Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 51. RoLASocial Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 52. RoLASocial Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 53. RoLASocial Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 54. Row Social Customer Relationship Management (CRM) market estimates & forecasts, 2018-2027 (USDBillion)

TABLE 55. Row Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 56. Row Social Customer Relationship Management (CRM) market estimates & forecasts by segment 2018-2027 (USDBillion)

TABLE 57. List of secondary sources, used in the study of global Social Customer

Relationship Management (CRM) market

TABLE 58. List of primary sources, used in the study of global Social Customer

Relationship Management (CRM) market

TABLE 59. Years considered for the study

TABLE 60. Exchange rates considered

List Of Figures

LIST OF FIGURES

FIG 1. Global Social Customer Relationship Management (CRM) market, research methodology

FIG 2. Global Social Customer Relationship Management (CRM) market, market estimation techniques

FIG 3. Global market size estimates & forecast methods

FIG 4. Global Social Customer Relationship Management (CRM) market, key trends 2020

FIG 5. Global Social Customer Relationship Management (CRM) market, growth prospects 2021-2027

FIG 6. Global Social Customer Relationship Management (CRM) market, porters 5 force model

FIG 7. Global Social Customer Relationship Management (CRM) market, pest analysis

FIG 8. Global Social Customer Relationship Management (CRM) market, value chain analysis

FIG 9. Global Social Customer Relationship Management (CRM) market by segment, 2018& 2027 (USDBillion)

FIG 10. Global Social Customer Relationship Management (CRM) market by segment, 2018& 2027 (USDBillion)

FIG 11. Global Social Customer Relationship Management (CRM) market by segment, 2018& 2027 (USDBillion)

FIG 12. Global Social Customer Relationship Management (CRM) market by segment, 2018& 2027 (USDBillion)

FIG 13. Global Social Customer Relationship Management (CRM) market by segment, 2018& 2027 (USDBillion)

FIG 14. Global Social Customer Relationship Management (CRM) market, regional snapshot 2018& 2027

FIG 15. North America Social Customer Relationship Management (CRM) market 2018& 2027 (USDBillion)

FIG 16. Europe Social Customer Relationship Management (CRM) market 2018& 2027 (USDBillion)

FIG 17. Asia pacific Social Customer Relationship Management (CRM) market 2018& 2027 (USDBillion)

FIG 18. Latin America Social Customer Relationship Management (CRM) market 2018& 2027 (USDBillion)

FIG 19. Global Social Customer Relationship Management (CRM) market, company

market share analysis (2020)

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