

# Global Live Chat Market: Size, Trends & Forecasts (2017-2021)

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## Abstracts

### Scope of the Report

The report titled “Global Live Chat Market: Size, Trends & Forecasts (2017-2021)”, provides an in-depth analysis of the global live chat market by value and by volume. The report also gives an insight of the global cloud computing market and global SaaS market, etc.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global live chat market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global live chat market is underpenetrated. The competition in the global live chat market is fragmented with several players thriving the market.

Further, key players of the Live Chat Market LiveChat Software SA, LivePerson, Inc. Zendesk, Inc. and Atlassian are also profiled with their financial information and respective business strategies.

### Company Coverage

LiveChat Software SA

LivePerson, Inc.

Zendesk, Inc.

Atlassian

## Executive Summary

Customer Relationship Management (CRM) refers to the practices, strategies and technical 'know-how' adopted by the companies to manage, analyze, understand customer interactions and data throughout the customer lifecycle, with the aim of improving business relations with customers, increasing customer experiences and satisfaction, customer retention and driving high sales. CRM technology market includes Classic Model and SaaS model. The functioning of CRM includes Company Website, Live Chat, Direct Mail, Telephone, etc.

Live chat is basically a customer relationship management (CRM) product used by businesses to communicate with their customers, who are browsing their websites in real time. Through live chat, customer services can reach potential customers directly, who receive a message in a chat window while they are browsing.

The global live chat market is expected to increase at a significant CAGR during the years 2017-2021. The live chat market is expected to increase due to growth in retail e-commerce industry, increase in tourism industry, growth in the global gambling industry, etc. Yet the market faces some challenges such as, possibility of a price war and risk of cyber-attacks, etc.

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