

Customer Experience Management Market Size, Share, and Analysis, By Deployment (On-Premise and Cloud), By Touchpoint (Call Centre, Website, Mobile Applications, Social Media, Email and Others), By Analytical Tools (Enterprise Feedback Management (EFM), Speech Analytics, Text Analytics, Web Analytics and Others), By Component (Solution and Services), By End User (IT & Telecom, BFSI, Retail, Healthcare, Media & Entertainment, Others) and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034

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Abstracts

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PRODUCT OVERVIEW

Customer Experience Management Market is anticipated to grow at a CAGR of 15.2% in the forecast period (2024-2034), with the market size valued at USD 14.2 billion in 2023 and projected to reach USD 67.1 billion by 2034.

Customer Experience Management is an approach that focuses on better understanding, managing and analysing every interaction a consumer has with a company across various touchpoints throughout the customer history. It includes the processes, technologies and strategies that are employed by various businesses in order to create better and exceptional experiences that help in meeting the customer experiences. It involves gathering and analysing the customer feedback, identifying loopholes and areas for any kind of improvement, and implementing initiatives to enhance satisfaction. The market refers to the ecosystem of software solutions, services, and technologies which all are used to help various businesses effectively manage and improve the overall consumer experience. As organizations across different industries recognize the importance of providing better consumer experience to gain a better edge and foster customer loyalty, the demand for solutions continues to grow increasingly.

MARKET HIGHLIGHTS

Customer Experience Management Market is anticipated to reach USD 67.1 billion, growing at a CAGR of 15.2% during the forecast period due to the businesses prioritizing customer satisfaction and loyalty in a competitive market landscape. Customer Experience Management Software are generally available in both On-Premise and Cloud Versions. These services can be facilitated with the help of Call Centre, Website, Mobile Applications, Social Media, Email and Others. Different tools such as Enterprise Feedback Management (EFM), Speech Analytics, Text Analytics, Web Analytics and Others are used effectively by industries in all domain such as IT & Telecom, BFSI, Retail, Healthcare, Media & Entertainment, Others which all focus on improving their customer services and create opportunities for market growth.

Customer Experience Management Market Segments:

By Deployment

On-Premise

Cloud

By Touchpoint

Call Centre

Website

Mobile Applications

Social Media

Email

Others

By Analytics Tool

Enterprise Feedback Management (EFM)

Speech Analytics

Text Analytics

Web Analytics

Others

By Component

Solution

Services

By End User

IT & Telecom

BFSI

Retail

Healthcare

Media & Entertainment

Others

MARKET DYNAMICS

Growth Drivers

Rise In Customer Expectations T%li%Help In The Overall Development Of The Customer Experience Landscape

Growing Digital Adoption Among Consumers Due T%li%Various Available Services Are Improving The Customer Experiences

Restraint

Data Privacy Poses A Significant Challenge For The Growth Of Customer Management Market

Key Players

Salesforce

Oracle

Microsoft

Adobe

SAP

SAS Institute

Genesys

Verint Systems

NICE inContact

Qualtrics

Zendesk

SugarCRM

Avaya

Pegasystems

InMoment

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry with respect to recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market of various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

3-month post-sales analyst support.

Contents

1.EXECUTIVE SUMMARY

- 1.1. Regional Market Share
- 1.2.Business Trends
- 1.3. Customer Experience Management Market: COVID-19 Outbreak
- 1.4. Regional Trends
- 1.5. Segmentation Snapshot

2. RESEARCH METHODOLOGY

- 2.1.Research Objective
- 2.2. Research Approach
- 2.3. Data Sourcing and Methodology
- 2.4.Primary Research
- 2.5.Secondary Research
 - 2.5.1.Paid Sources
 - 2.5.2. Public Sources
- 2.6. Market Size Estimation and Data Triangulation

3. MARKET CHARACTERISTICS

- 3.1.Market Definition
- 3.2.Customer Experience Management Market: COVID-19 Impact
- 3.3. Key Segmentations
- 3.4.Key Developments
- 3.5.Allied Industry Data

4.CUSTOMER EXPERIENCE MANAGEMENT MARKET – INDUSTRY INSIGHTS

- 4.1. Industry Segmentation
- 4.2.COVID-19 overview on world economy
- 4.3.Industry ecosystem Channel analysis
- 4.4.Innovation & Sustainability

5. MACROECONOMIC INDICATORS

6. RECENT DEVELOPMENTS

7. MARKET DYNAMICS

- 7.1.Introduction
- 7.2. Growth Drivers
- 7.3. Market Opportunities
- 7.4.Market Restraints
- 7.5. Market Trends

8.RISK ANALYSIS

9. MARKET ANALYSIS

- 9.1.Porters Five Forces
- 9.2. PEST Analysis
 - 9.2.1.Political
 - 9.2.2. Economic
 - 9.2.3. Social
 - 9.2.4. Technological

10.CUSTOMER EXPERIENCE MANAGEMENT MARKET

- 10.1.Overview
- 10.2. Historical Analysis (2019-2022)
 - 10.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

11. CUSTOMER EXPERIENCE MANAGEMENT MARKET SIZE & FORECAST 2024A-2034F

- 11.1. Overview
- 11.2.Key Findings
- 11.3.Market Segmentation
 - 11.3.1. By Deployment
 - 11.3.1.1. On Premise
 - 11.3.1.1.1.By Value (USD Million) 2024-2034F
 - 11.3.1.1.2. Market Share (%) 2024-2034F
 - 11.3.1.1.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.1.2.Cloud
 - 11.3.1.2.1. By Value (USD Million) 2024-2034F

- 11.3.1.2.2. Market Share (%) 2024-2034F
- 11.3.1.2.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.2. By Touchpoint
 - 11.3.2.1. Call Centre
 - 11.3.2.1.1. By Value (USD Million) 2024-2034F
 - 11.3.2.1.2. Market Share (%) 2024-2034F
 - 11.3.2.1.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.2.2. Website
 - 11.3.2.2.1. By Value (USD Million) 2024-2034F
 - 11.3.2.2.2. Market Share (%) 2024-2034F
 - 11.3.2.2.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.2.3. Mobile Applications
 - 11.3.2.3.1. By Value (USD Million) 2024-2034F
 - 11.3.2.3.2. Market Share (%) 2024-2034F
 - 11.3.2.3.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.2.4. Social Media
 - 11.3.2.4.1. By Value (USD Million) 2024-2034F
 - 11.3.2.4.2. Market Share (%) 2024-2034F
 - 11.3.2.4.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.2.5. Email
 - 11.3.2.5.1. By Value (USD Million) 2024-2034F
 - 11.3.2.5.2. Market Share (%) 2024-2034F
 - 11.3.2.5.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.2.6. Others
 - 11.3.2.6.1. By Value (USD Million) 2024-2034F
 - 11.3.2.6.2. Market Share (%) 2024-2034F
 - 11.3.2.6.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.3. By Analytical Tools
 - 11.3.3.1. Enterprise Feedback Management (EFM)
 - 11.3.3.1.1. By Value (USD Million) 2024-2034F
 - 11.3.3.1.2. Market Share (%) 2024-2034F
 - 11.3.3.1.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.3.2. Speech Analytics
 - 11.3.3.2.1. By Value (USD Million) 2024-2034F
 - 11.3.3.2.2. Market Share (%) 2024-2034F
 - 11.3.3.2.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.3.3. Text Analytics
 - 11.3.3.3.1. By Value (USD Million) 2024-2034F
 - 11.3.3.3.2. Market Share (%) 2024-2034F

- 11.3.3.3.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.3.4. Web Analytics
 - 11.3.3.4.1. By Value (USD Million) 2024-2034F
 - 11.3.3.4.2. Market Share (%) 2024-2034F
 - 11.3.3.4.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.3.5. Others
 - 11.3.3.5.1. By Value (USD Million) 2024-2034F
 - 11.3.3.5.2. Market Share (%) 2024-2034F
 - 11.3.3.5.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4. By Component
 - 11.3.4.1. Solution
 - 11.3.4.1.1. By Value (USD Million) 2024-2034F
 - 11.3.4.1.2. Market Share (%) 2024-2034F
 - 11.3.4.1.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.4.2. Services
 - 11.3.4.2.1. By Value (USD Million) 2024-2034F
 - 11.3.4.2.2. Market Share (%) 2024-2034F
 - 11.3.4.2.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.5. By End User
 - 11.3.5.1. IT & Telecom
 - 11.3.5.1.1. By Value (USD Million) 2024-2034F
 - 11.3.5.1.2. Market Share (%) 2024-2034F
 - 11.3.5.1.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.5.2. BFSI
 - 11.3.5.2.1. By Value (USD Million) 2024-2034F
 - 11.3.5.2.2. Market Share (%) 2024-2034F
 - 11.3.5.2.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.5.3. Retail
 - 11.3.5.3.1. By Value (USD Million) 2024-2034F
 - 11.3.5.3.2. Market Share (%) 2024-2034F
 - 11.3.5.3.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.5.4. Healthcare
 - 11.3.5.4.1. By Value (USD Million) 2024-2034F
 - 11.3.5.4.2. Market Share (%) 2024-2034F
 - 11.3.5.4.3. Y-o-Y Growth (%) 2024-2034F
 - 11.3.5.5. Media & Entertainment
 - 11.3.5.5.1. By Value (USD Million) 2024-2034F
 - 11.3.5.5.2. Market Share (%) 2024-2034F
 - 11.3.5.5.3. Y-o-Y Growth (%) 2024-2034F

11.3.5.6. Others

11.3.5.6.1. By Value (USD Million) 2024-2034F

11.3.5.6.2. Market Share (%) 2024-2034F

11.3.5.6.3. Y-o-Y Growth (%) 2024-2034F

12. NORTH AMERICA CUSTOMER EXPERIENCE MANAGEMENT MARKET SIZE & FORECAST 2024A-2034F

12.1. Overview

12.2. Key Findings

12.3. Market Segmentation

12.3.1. By Deployment

12.3.2. By Touchpoint

12.3.3. By Analytical Tools

12.3.4. By Component

12.3.5. By End User

12.4. Country

12.4.1. United States

12.4.2. Canada

13. EUROPE CUSTOMER EXPERIENCE MANAGEMENT MARKET SIZE & FORECAST 2024A-2034F

13.1. Overview

13.2. Key Findings

13.3. Market Segmentation

13.3.1. By Deployment

13.3.2. By Touchpoint

13.3.3. By Analytical Tools

13.3.4. By Component

13.3.5. By End User

13.4. Country

13.4.1. Germany

13.4.2. United Kingdom

13.4.3. France

13.4.4. Italy

13.4.5. Spain

13.4.6. Russia

13.4.7. Rest of Europe (BENELUX, NORDIC, Hungary, Turkey & Poland)

14.ASIA-PACIFIC CUSTOMER EXPERIENCE MANAGEMENT MARKET SIZE & FORECAST 2024A-2034F

- 14.1. Overview
- 14.2. Key Findings
- 14.3. Market Segmentation
 - 14.3.1. By Deployment
 - 14.3.2. By Touchpoint
 - 14.3.3. By Analytical Tools
 - 14.3.4. By Component
 - 14.3.5. By End User
- 14.4. Country
 - 14.4.1. India
 - 14.4.2. China
 - 14.4.3. South Korea
 - 14.4.4. Japan
 - 14.4.5. Rest of APAC

15.MIDDLE EAST AND AFRICA CUSTOMER EXPERIENCE MANAGEMENT MARKET SIZE & FORECAST 2024A-2034F

- 15.1. Overview
- 15.2. Key Findings
- 15.3. Market Segmentation
 - 15.3.1. By Deployment
 - 15.3.2. By Touchpoint
 - 15.3.3. By Analytical Tools
 - 15.3.4. By Component
 - 15.3.5. By End User
- 15.4. Country
 - 15.4.1. Israel
 - 15.4.2. GCC
 - 15.4.3. North Africa
 - 15.4.4. South Africa
 - 15.4.5. Rest of Middle East and Africa

16. LATIN AMERICA CUSTOMER EXPERIENCE MANAGEMENT MARKET SIZE & FORECAST 2024A-2034F

- 16.1.Overview
- 16.2. Key Findings
- 16.3. Market Segmentation
 - 16.3.1.By Deployment
 - 16.3.2. By Touchpoint
 - 16.3.3. By Analytical Tools
 - 16.3.4. By Component
 - 16.3.5. By End User
- 16.4.Country
 - 16.4.1. Mexico
 - 16.4.2. Brazil
 - 16.4.3. Rest of Latin America

17. COMPETITIVE LANDSCAPE

- 17.1.Company market share, 2023
- 17.2. Key player overview
- 17.3. Key stakeholders

18. COMPANY PROFILES

- 18.1.Salesforce
 - 18.1.1.Company Overview
 - 18.1.2.Financial Overview
 - 18.1.3.Key Product; Analysis
 - 18.1.4.Company Assessment
 - 18.1.4.1.Product Portfolio
 - 18.1.4.2.Key Clients
 - 18.1.4.3. Market Share
 - 18.1.4.4. Recent News & Development (Last 3 Yrs.)
 - 18.1.4.5. Executive Team
- 18.2.Oracle
- 18.3.Microsoft
- 18.4.Adobe
- 18.5.SAP
- 18.6.SAS Institute
- 18.7.Genesys
- 18.8.Verint Systems

18.9.NICE inContact

18.10. Qualtrics

18.11. Zendesk

18.12.SugarCRM

18.13.Avaya

18.14.Pegasystems

18.15.InMoment

18.16.Other Prominent Players

19. APPENDIX

20.CONSULTANT RECOMMENDATION

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