

# Global Customer Engagement and Analytics Software Market 2025 by Company, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/CBB9704643CAEN.html>

Date: December 2025

Pages: 172

Price: US\$ 3,480.00 (Single User License)

ID: CBB9704643CAEN

## Abstracts

According to our latest research, the global Customer Engagement and Analytics Software market size will reach USD million in 2031, growing at a CAGR of %over the analysis period.

Customer Engagement and Analytics Software is a software platform designed to improve customer-business relationships through different types of engagement, such as user onboarding, customer support, customer success, self-service support, and more. Use Customer Engagement Tools to improve your customer experience by making your customer interactions more contextual, personalized, and relevant.

This report is a detailed and comprehensive analysis for global Customer Engagement and Analytics Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### Key Features:

Global Customer Engagement and Analytics Software market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Customer Engagement and Analytics Software market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Customer Engagement and Analytics Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Customer Engagement and Analytics Software market shares of main players, in revenue (\$ Million), 2020-2025

### **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Customer Engagement and Analytics Software
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Customer Engagement and Analytics Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Avaya, Intercom, Zoho, Calabrio, ContactEngine, Crisp Software, Dixa, Doxim, Drift, Freshworks, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market segmentation**

Customer Engagement and Analytics Software market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### **Market segment by Type**

On-premise

Cloud-based

#### **Market segment by Application**

Large Enterprises

SMEs

**Market segment by players, this report covers**

Avaya

Intercom

Zoho

Calabrio

ContactEngine

Crisp Software

Dixa

Doxim

Drift

Freshworks

Genesys

Gladly

Heap

Help Scout

Hiver

Hotjar

HubSpot

IBM

Kustomer

Medallia

Mixpanel

Oracle

Quiq

RingCentral

Salesforce

SAP

Slack

Typeform

Userpilot

Zendesk

### **Market segment by regions, regional analysis covers**

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

### **The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Customer Engagement and Analytics Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Customer Engagement and Analytics Software, with revenue, gross margin, and global market share of Customer Engagement and Analytics Software from 2020 to 2025.

Chapter 3, the Customer Engagement and Analytics Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Customer Engagement and Analytics Software market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Customer Engagement and Analytics Software.

Chapter 13, to describe Customer Engagement and Analytics Software research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Customer Engagement and Analytics Software by Type

1.3.1 Overview: Global Customer Engagement and Analytics Software Market Size by Type: 2020 Versus 2024 Versus 2031

1.3.2 Global Customer Engagement and Analytics Software Consumption Value Market Share by Type in 2024

1.3.3 On-premise

1.3.4 Cloud-based

1.4 Global Customer Engagement and Analytics Software Market by Application

1.4.1 Overview: Global Customer Engagement and Analytics Software Market Size by Application: 2020 Versus 2024 Versus 2031

1.4.2 Large Enterprises

1.4.3 SMEs

1.5 Global Customer Engagement and Analytics Software Market Size & Forecast

1.6 Global Customer Engagement and Analytics Software Market Size and Forecast by Region

1.6.1 Global Customer Engagement and Analytics Software Market Size by Region: 2020 VS 2024 VS 2031

1.6.2 Global Customer Engagement and Analytics Software Market Size by Region, (2020-2031)

1.6.3 North America Customer Engagement and Analytics Software Market Size and Prospect (2020-2031)

1.6.4 Europe Customer Engagement and Analytics Software Market Size and Prospect (2020-2031)

1.6.5 Asia-Pacific Customer Engagement and Analytics Software Market Size and Prospect (2020-2031)

1.6.6 South America Customer Engagement and Analytics Software Market Size and Prospect (2020-2031)

1.6.7 Middle East & Africa Customer Engagement and Analytics Software Market Size and Prospect (2020-2031)

### 2 COMPANY PROFILES

2.1 Avaya

- 2.1.1 Avaya Details
- 2.1.2 Avaya Major Business
- 2.1.3 Avaya Customer Engagement and Analytics Software Product and Solutions
- 2.1.4 Avaya Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
- 2.1.5 Avaya Recent Developments and Future Plans
- 2.2 Intercom
  - 2.2.1 Intercom Details
  - 2.2.2 Intercom Major Business
  - 2.2.3 Intercom Customer Engagement and Analytics Software Product and Solutions
  - 2.2.4 Intercom Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.2.5 Intercom Recent Developments and Future Plans
- 2.3 Zoho
  - 2.3.1 Zoho Details
  - 2.3.2 Zoho Major Business
  - 2.3.3 Zoho Customer Engagement and Analytics Software Product and Solutions
  - 2.3.4 Zoho Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.3.5 Zoho Recent Developments and Future Plans
- 2.4 Calabrio
  - 2.4.1 Calabrio Details
  - 2.4.2 Calabrio Major Business
  - 2.4.3 Calabrio Customer Engagement and Analytics Software Product and Solutions
  - 2.4.4 Calabrio Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.4.5 Calabrio Recent Developments and Future Plans
- 2.5 ContactEngine
  - 2.5.1 ContactEngine Details
  - 2.5.2 ContactEngine Major Business
  - 2.5.3 ContactEngine Customer Engagement and Analytics Software Product and Solutions
  - 2.5.4 ContactEngine Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.5.5 ContactEngine Recent Developments and Future Plans
- 2.6 Crisp Software
  - 2.6.1 Crisp Software Details
  - 2.6.2 Crisp Software Major Business
  - 2.6.3 Crisp Software Customer Engagement and Analytics Software Product and

## Solutions

2.6.4 Crisp Software Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Crisp Software Recent Developments and Future Plans

## 2.7 Dixa

2.7.1 Dixa Details

2.7.2 Dixa Major Business

2.7.3 Dixa Customer Engagement and Analytics Software Product and Solutions

2.7.4 Dixa Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Dixa Recent Developments and Future Plans

## 2.8 Doxim

2.8.1 Doxim Details

2.8.2 Doxim Major Business

2.8.3 Doxim Customer Engagement and Analytics Software Product and Solutions

2.8.4 Doxim Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 Doxim Recent Developments and Future Plans

## 2.9 Drift

2.9.1 Drift Details

2.9.2 Drift Major Business

2.9.3 Drift Customer Engagement and Analytics Software Product and Solutions

2.9.4 Drift Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 Drift Recent Developments and Future Plans

## 2.10 Freshworks

2.10.1 Freshworks Details

2.10.2 Freshworks Major Business

2.10.3 Freshworks Customer Engagement and Analytics Software Product and Solutions

2.10.4 Freshworks Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 Freshworks Recent Developments and Future Plans

## 2.11 Genesys

2.11.1 Genesys Details

2.11.2 Genesys Major Business

2.11.3 Genesys Customer Engagement and Analytics Software Product and Solutions

2.11.4 Genesys Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)

- 2.11.5 Genesys Recent Developments and Future Plans
- 2.12 Gladly
  - 2.12.1 Gladly Details
  - 2.12.2 Gladly Major Business
  - 2.12.3 Gladly Customer Engagement and Analytics Software Product and Solutions
  - 2.12.4 Gladly Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.12.5 Gladly Recent Developments and Future Plans
- 2.13 Heap
  - 2.13.1 Heap Details
  - 2.13.2 Heap Major Business
  - 2.13.3 Heap Customer Engagement and Analytics Software Product and Solutions
  - 2.13.4 Heap Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.13.5 Heap Recent Developments and Future Plans
- 2.14 Help Scout
  - 2.14.1 Help Scout Details
  - 2.14.2 Help Scout Major Business
  - 2.14.3 Help Scout Customer Engagement and Analytics Software Product and Solutions
  - 2.14.4 Help Scout Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.14.5 Help Scout Recent Developments and Future Plans
- 2.15 Hiver
  - 2.15.1 Hiver Details
  - 2.15.2 Hiver Major Business
  - 2.15.3 Hiver Customer Engagement and Analytics Software Product and Solutions
  - 2.15.4 Hiver Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.15.5 Hiver Recent Developments and Future Plans
- 2.16 Hotjar
  - 2.16.1 Hotjar Details
  - 2.16.2 Hotjar Major Business
  - 2.16.3 Hotjar Customer Engagement and Analytics Software Product and Solutions
  - 2.16.4 Hotjar Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.16.5 Hotjar Recent Developments and Future Plans
- 2.17 HubSpot
  - 2.17.1 HubSpot Details

- 2.17.2 HubSpot Major Business
- 2.17.3 HubSpot Customer Engagement and Analytics Software Product and Solutions
- 2.17.4 HubSpot Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
- 2.17.5 HubSpot Recent Developments and Future Plans
- 2.18 IBM
  - 2.18.1 IBM Details
  - 2.18.2 IBM Major Business
  - 2.18.3 IBM Customer Engagement and Analytics Software Product and Solutions
  - 2.18.4 IBM Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.18.5 IBM Recent Developments and Future Plans
- 2.19 Kustomer
  - 2.19.1 Kustomer Details
  - 2.19.2 Kustomer Major Business
  - 2.19.3 Kustomer Customer Engagement and Analytics Software Product and Solutions
  - 2.19.4 Kustomer Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.19.5 Kustomer Recent Developments and Future Plans
- 2.20 Medallia
  - 2.20.1 Medallia Details
  - 2.20.2 Medallia Major Business
  - 2.20.3 Medallia Customer Engagement and Analytics Software Product and Solutions
  - 2.20.4 Medallia Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.20.5 Medallia Recent Developments and Future Plans
- 2.21 Mixpanel
  - 2.21.1 Mixpanel Details
  - 2.21.2 Mixpanel Major Business
  - 2.21.3 Mixpanel Customer Engagement and Analytics Software Product and Solutions
  - 2.21.4 Mixpanel Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.21.5 Mixpanel Recent Developments and Future Plans
- 2.22 Oracle
  - 2.22.1 Oracle Details
  - 2.22.2 Oracle Major Business
  - 2.22.3 Oracle Customer Engagement and Analytics Software Product and Solutions
  - 2.22.4 Oracle Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)

- 2.22.5 Oracle Recent Developments and Future Plans
- 2.23 Quiq
  - 2.23.1 Quiq Details
  - 2.23.2 Quiq Major Business
  - 2.23.3 Quiq Customer Engagement and Analytics Software Product and Solutions
  - 2.23.4 Quiq Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.23.5 Quiq Recent Developments and Future Plans
- 2.24 RingCentral
  - 2.24.1 RingCentral Details
  - 2.24.2 RingCentral Major Business
  - 2.24.3 RingCentral Customer Engagement and Analytics Software Product and Solutions
  - 2.24.4 RingCentral Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.24.5 RingCentral Recent Developments and Future Plans
- 2.25 Salesforce
  - 2.25.1 Salesforce Details
  - 2.25.2 Salesforce Major Business
  - 2.25.3 Salesforce Customer Engagement and Analytics Software Product and Solutions
  - 2.25.4 Salesforce Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.25.5 Salesforce Recent Developments and Future Plans
- 2.26 SAP
  - 2.26.1 SAP Details
  - 2.26.2 SAP Major Business
  - 2.26.3 SAP Customer Engagement and Analytics Software Product and Solutions
  - 2.26.4 SAP Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.26.5 SAP Recent Developments and Future Plans
- 2.27 Slack
  - 2.27.1 Slack Details
  - 2.27.2 Slack Major Business
  - 2.27.3 Slack Customer Engagement and Analytics Software Product and Solutions
  - 2.27.4 Slack Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.27.5 Slack Recent Developments and Future Plans
- 2.28 Typeform

- 2.28.1 Typeform Details
- 2.28.2 Typeform Major Business
- 2.28.3 Typeform Customer Engagement and Analytics Software Product and Solutions
- 2.28.4 Typeform Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
- 2.28.5 Typeform Recent Developments and Future Plans
- 2.29 Userpilot
  - 2.29.1 Userpilot Details
  - 2.29.2 Userpilot Major Business
  - 2.29.3 Userpilot Customer Engagement and Analytics Software Product and Solutions
  - 2.29.4 Userpilot Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.29.5 Userpilot Recent Developments and Future Plans
- 2.30 Zendesk
  - 2.30.1 Zendesk Details
  - 2.30.2 Zendesk Major Business
  - 2.30.3 Zendesk Customer Engagement and Analytics Software Product and Solutions
  - 2.30.4 Zendesk Customer Engagement and Analytics Software Revenue, Gross Margin and Market Share (2020-2025)
  - 2.30.5 Zendesk Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Customer Engagement and Analytics Software Revenue and Share by Players (2020-2025)
- 3.2 Market Share Analysis (2024)
  - 3.2.1 Market Share of Customer Engagement and Analytics Software by Company Revenue
  - 3.2.2 Top 3 Customer Engagement and Analytics Software Players Market Share in 2024
  - 3.2.3 Top 6 Customer Engagement and Analytics Software Players Market Share in 2024
- 3.3 Customer Engagement and Analytics Software Market: Overall Company Footprint Analysis
  - 3.3.1 Customer Engagement and Analytics Software Market: Region Footprint
  - 3.3.2 Customer Engagement and Analytics Software Market: Company Product Type Footprint
  - 3.3.3 Customer Engagement and Analytics Software Market: Company Product Application Footprint

- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

## **4 MARKET SIZE SEGMENT BY TYPE**

- 4.1 Global Customer Engagement and Analytics Software Consumption Value and Market Share by Type (2020-2025)
- 4.2 Global Customer Engagement and Analytics Software Market Forecast by Type (2026-2031)

## **5 MARKET SIZE SEGMENT BY APPLICATION**

- 5.1 Global Customer Engagement and Analytics Software Consumption Value Market Share by Application (2020-2025)
- 5.2 Global Customer Engagement and Analytics Software Market Forecast by Application (2026-2031)

## **6 NORTH AMERICA**

- 6.1 North America Customer Engagement and Analytics Software Consumption Value by Type (2020-2031)
- 6.2 North America Customer Engagement and Analytics Software Market Size by Application (2020-2031)
- 6.3 North America Customer Engagement and Analytics Software Market Size by Country
  - 6.3.1 North America Customer Engagement and Analytics Software Consumption Value by Country (2020-2031)
  - 6.3.2 United States Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)
  - 6.3.3 Canada Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)
  - 6.3.4 Mexico Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

## **7 EUROPE**

- 7.1 Europe Customer Engagement and Analytics Software Consumption Value by Type (2020-2031)
- 7.2 Europe Customer Engagement and Analytics Software Consumption Value by

Application (2020-2031)

7.3 Europe Customer Engagement and Analytics Software Market Size by Country

7.3.1 Europe Customer Engagement and Analytics Software Consumption Value by Country (2020-2031)

7.3.2 Germany Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

7.3.3 France Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

7.3.4 United Kingdom Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

7.3.5 Russia Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

7.3.6 Italy Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Type (2020-2031)

8.2 Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Application (2020-2031)

8.3 Asia-Pacific Customer Engagement and Analytics Software Market Size by Region

8.3.1 Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Region (2020-2031)

8.3.2 China Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

8.3.3 Japan Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

8.3.4 South Korea Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

8.3.5 India Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

8.3.6 Southeast Asia Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

8.3.7 Australia Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

## **9 SOUTH AMERICA**

9.1 South America Customer Engagement and Analytics Software Consumption Value by Type (2020-2031)

9.2 South America Customer Engagement and Analytics Software Consumption Value by Application (2020-2031)

9.3 South America Customer Engagement and Analytics Software Market Size by Country

9.3.1 South America Customer Engagement and Analytics Software Consumption Value by Country (2020-2031)

9.3.2 Brazil Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

9.3.3 Argentina Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Type (2020-2031)

10.2 Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Application (2020-2031)

10.3 Middle East & Africa Customer Engagement and Analytics Software Market Size by Country

10.3.1 Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Country (2020-2031)

10.3.2 Turkey Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

10.3.3 Saudi Arabia Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

10.3.4 UAE Customer Engagement and Analytics Software Market Size and Forecast (2020-2031)

## **11 MARKET DYNAMICS**

11.1 Customer Engagement and Analytics Software Market Drivers

11.2 Customer Engagement and Analytics Software Market Restraints

11.3 Customer Engagement and Analytics Software Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

12.1 Customer Engagement and Analytics Software Industry Chain

12.2 Customer Engagement and Analytics Software Upstream Analysis

12.3 Customer Engagement and Analytics Software Midstream Analysis

12.4 Customer Engagement and Analytics Software Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Customer Engagement and Analytics Software Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Customer Engagement and Analytics Software Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Global Customer Engagement and Analytics Software Consumption Value by Region (2020-2025) & (USD Million)

Table 4. Global Customer Engagement and Analytics Software Consumption Value by Region (2026-2031) & (USD Million)

Table 5. Avaya Company Information, Head Office, and Major Competitors

Table 6. Avaya Major Business

Table 7. Avaya Customer Engagement and Analytics Software Product and Solutions

Table 8. Avaya Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 9. Avaya Recent Developments and Future Plans

Table 10. Intercom Company Information, Head Office, and Major Competitors

Table 11. Intercom Major Business

Table 12. Intercom Customer Engagement and Analytics Software Product and Solutions

Table 13. Intercom Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 14. Intercom Recent Developments and Future Plans

Table 15. Zoho Company Information, Head Office, and Major Competitors

Table 16. Zoho Major Business

Table 17. Zoho Customer Engagement and Analytics Software Product and Solutions

Table 18. Zoho Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 19. Calabrio Company Information, Head Office, and Major Competitors

Table 20. Calabrio Major Business

Table 21. Calabrio Customer Engagement and Analytics Software Product and Solutions

Table 22. Calabrio Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 23. Calabrio Recent Developments and Future Plans

Table 24. ContactEngine Company Information, Head Office, and Major Competitors

Table 25. ContactEngine Major Business

Table 26. ContactEngine Customer Engagement and Analytics Software Product and Solutions

Table 27. ContactEngine Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 28. ContactEngine Recent Developments and Future Plans

Table 29. Crisp Software Company Information, Head Office, and Major Competitors

Table 30. Crisp Software Major Business

Table 31. Crisp Software Customer Engagement and Analytics Software Product and Solutions

Table 32. Crisp Software Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 33. Crisp Software Recent Developments and Future Plans

Table 34. Dixa Company Information, Head Office, and Major Competitors

Table 35. Dixa Major Business

Table 36. Dixa Customer Engagement and Analytics Software Product and Solutions

Table 37. Dixa Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 38. Dixa Recent Developments and Future Plans

Table 39. Doxim Company Information, Head Office, and Major Competitors

Table 40. Doxim Major Business

Table 41. Doxim Customer Engagement and Analytics Software Product and Solutions

Table 42. Doxim Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 43. Doxim Recent Developments and Future Plans

Table 44. Drift Company Information, Head Office, and Major Competitors

Table 45. Drift Major Business

Table 46. Drift Customer Engagement and Analytics Software Product and Solutions

Table 47. Drift Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 48. Drift Recent Developments and Future Plans

Table 49. Freshworks Company Information, Head Office, and Major Competitors

Table 50. Freshworks Major Business

Table 51. Freshworks Customer Engagement and Analytics Software Product and Solutions

Table 52. Freshworks Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 53. Freshworks Recent Developments and Future Plans

Table 54. Genesys Company Information, Head Office, and Major Competitors

Table 55. Genesys Major Business

Table 56. Genesys Customer Engagement and Analytics Software Product and Solutions

Table 57. Genesys Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 58. Genesys Recent Developments and Future Plans

Table 59. Gladly Company Information, Head Office, and Major Competitors

Table 60. Gladly Major Business

Table 61. Gladly Customer Engagement and Analytics Software Product and Solutions

Table 62. Gladly Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 63. Gladly Recent Developments and Future Plans

Table 64. Heap Company Information, Head Office, and Major Competitors

Table 65. Heap Major Business

Table 66. Heap Customer Engagement and Analytics Software Product and Solutions

Table 67. Heap Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 68. Heap Recent Developments and Future Plans

Table 69. Help Scout Company Information, Head Office, and Major Competitors

Table 70. Help Scout Major Business

Table 71. Help Scout Customer Engagement and Analytics Software Product and Solutions

Table 72. Help Scout Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 73. Help Scout Recent Developments and Future Plans

Table 74. Hiver Company Information, Head Office, and Major Competitors

Table 75. Hiver Major Business

Table 76. Hiver Customer Engagement and Analytics Software Product and Solutions

Table 77. Hiver Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 78. Hiver Recent Developments and Future Plans

Table 79. Hotjar Company Information, Head Office, and Major Competitors

Table 80. Hotjar Major Business

Table 81. Hotjar Customer Engagement and Analytics Software Product and Solutions

Table 82. Hotjar Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 83. Hotjar Recent Developments and Future Plans

Table 84. HubSpot Company Information, Head Office, and Major Competitors

Table 85. HubSpot Major Business

Table 86. HubSpot Customer Engagement and Analytics Software Product and

## Solutions

Table 87. HubSpot Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 88. HubSpot Recent Developments and Future Plans

Table 89. IBM Company Information, Head Office, and Major Competitors

Table 90. IBM Major Business

Table 91. IBM Customer Engagement and Analytics Software Product and Solutions

Table 92. IBM Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 93. IBM Recent Developments and Future Plans

Table 94. Kustomer Company Information, Head Office, and Major Competitors

Table 95. Kustomer Major Business

Table 96. Kustomer Customer Engagement and Analytics Software Product and Solutions

Table 97. Kustomer Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 98. Kustomer Recent Developments and Future Plans

Table 99. Medallia Company Information, Head Office, and Major Competitors

Table 100. Medallia Major Business

Table 101. Medallia Customer Engagement and Analytics Software Product and Solutions

Table 102. Medallia Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 103. Medallia Recent Developments and Future Plans

Table 104. Mixpanel Company Information, Head Office, and Major Competitors

Table 105. Mixpanel Major Business

Table 106. Mixpanel Customer Engagement and Analytics Software Product and Solutions

Table 107. Mixpanel Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 108. Mixpanel Recent Developments and Future Plans

Table 109. Oracle Company Information, Head Office, and Major Competitors

Table 110. Oracle Major Business

Table 111. Oracle Customer Engagement and Analytics Software Product and Solutions

Table 112. Oracle Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 113. Oracle Recent Developments and Future Plans

Table 114. Quiq Company Information, Head Office, and Major Competitors

Table 115. Quiq Major Business

Table 116. Quiq Customer Engagement and Analytics Software Product and Solutions

Table 117. Quiq Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 118. Quiq Recent Developments and Future Plans

Table 119. RingCentral Company Information, Head Office, and Major Competitors

Table 120. RingCentral Major Business

Table 121. RingCentral Customer Engagement and Analytics Software Product and Solutions

Table 122. RingCentral Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 123. RingCentral Recent Developments and Future Plans

Table 124. Salesforce Company Information, Head Office, and Major Competitors

Table 125. Salesforce Major Business

Table 126. Salesforce Customer Engagement and Analytics Software Product and Solutions

Table 127. Salesforce Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 128. Salesforce Recent Developments and Future Plans

Table 129. SAP Company Information, Head Office, and Major Competitors

Table 130. SAP Major Business

Table 131. SAP Customer Engagement and Analytics Software Product and Solutions

Table 132. SAP Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 133. SAP Recent Developments and Future Plans

Table 134. Slack Company Information, Head Office, and Major Competitors

Table 135. Slack Major Business

Table 136. Slack Customer Engagement and Analytics Software Product and Solutions

Table 137. Slack Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 138. Slack Recent Developments and Future Plans

Table 139. Typeform Company Information, Head Office, and Major Competitors

Table 140. Typeform Major Business

Table 141. Typeform Customer Engagement and Analytics Software Product and Solutions

Table 142. Typeform Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 143. Typeform Recent Developments and Future Plans

Table 144. Userpilot Company Information, Head Office, and Major Competitors

Table 145. Userpilot Major Business

Table 146. Userpilot Customer Engagement and Analytics Software Product and Solutions

Table 147. Userpilot Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 148. Userpilot Recent Developments and Future Plans

Table 149. Zendesk Company Information, Head Office, and Major Competitors

Table 150. Zendesk Major Business

Table 151. Zendesk Customer Engagement and Analytics Software Product and Solutions

Table 152. Zendesk Customer Engagement and Analytics Software Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 153. Zendesk Recent Developments and Future Plans

Table 154. Global Customer Engagement and Analytics Software Revenue (USD Million) by Players (2020-2025)

Table 155. Global Customer Engagement and Analytics Software Revenue Share by Players (2020-2025)

Table 156. Breakdown of Customer Engagement and Analytics Software by Company Type (Tier 1, Tier 2, and Tier 3)

Table 157. Market Position of Players in Customer Engagement and Analytics Software, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 158. Head Office of Key Customer Engagement and Analytics Software Players

Table 159. Customer Engagement and Analytics Software Market: Company Product Type Footprint

Table 160. Customer Engagement and Analytics Software Market: Company Product Application Footprint

Table 161. Customer Engagement and Analytics Software New Market Entrants and Barriers to Market Entry

Table 162. Customer Engagement and Analytics Software Mergers, Acquisition, Agreements, and Collaborations

Table 163. Global Customer Engagement and Analytics Software Consumption Value (USD Million) by Type (2020-2025)

Table 164. Global Customer Engagement and Analytics Software Consumption Value Share by Type (2020-2025)

Table 165. Global Customer Engagement and Analytics Software Consumption Value Forecast by Type (2026-2031)

Table 166. Global Customer Engagement and Analytics Software Consumption Value by Application (2020-2025)

Table 167. Global Customer Engagement and Analytics Software Consumption Value

Forecast by Application (2026-2031)

Table 168. North America Customer Engagement and Analytics Software Consumption Value by Type (2020-2025) & (USD Million)

Table 169. North America Customer Engagement and Analytics Software Consumption Value by Type (2026-2031) & (USD Million)

Table 170. North America Customer Engagement and Analytics Software Consumption Value by Application (2020-2025) & (USD Million)

Table 171. North America Customer Engagement and Analytics Software Consumption Value by Application (2026-2031) & (USD Million)

Table 172. North America Customer Engagement and Analytics Software Consumption Value by Country (2020-2025) & (USD Million)

Table 173. North America Customer Engagement and Analytics Software Consumption Value by Country (2026-2031) & (USD Million)

Table 174. Europe Customer Engagement and Analytics Software Consumption Value by Type (2020-2025) & (USD Million)

Table 175. Europe Customer Engagement and Analytics Software Consumption Value by Type (2026-2031) & (USD Million)

Table 176. Europe Customer Engagement and Analytics Software Consumption Value by Application (2020-2025) & (USD Million)

Table 177. Europe Customer Engagement and Analytics Software Consumption Value by Application (2026-2031) & (USD Million)

Table 178. Europe Customer Engagement and Analytics Software Consumption Value by Country (2020-2025) & (USD Million)

Table 179. Europe Customer Engagement and Analytics Software Consumption Value by Country (2026-2031) & (USD Million)

Table 180. Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Type (2020-2025) & (USD Million)

Table 181. Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Type (2026-2031) & (USD Million)

Table 182. Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Application (2020-2025) & (USD Million)

Table 183. Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Application (2026-2031) & (USD Million)

Table 184. Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Region (2020-2025) & (USD Million)

Table 185. Asia-Pacific Customer Engagement and Analytics Software Consumption Value by Region (2026-2031) & (USD Million)

Table 186. South America Customer Engagement and Analytics Software Consumption Value by Type (2020-2025) & (USD Million)

Table 187. South America Customer Engagement and Analytics Software Consumption Value by Type (2026-2031) & (USD Million)

Table 188. South America Customer Engagement and Analytics Software Consumption Value by Application (2020-2025) & (USD Million)

Table 189. South America Customer Engagement and Analytics Software Consumption Value by Application (2026-2031) & (USD Million)

Table 190. South America Customer Engagement and Analytics Software Consumption Value by Country (2020-2025) & (USD Million)

Table 191. South America Customer Engagement and Analytics Software Consumption Value by Country (2026-2031) & (USD Million)

Table 192. Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Type (2020-2025) & (USD Million)

Table 193. Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Type (2026-2031) & (USD Million)

Table 194. Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Application (2020-2025) & (USD Million)

Table 195. Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Application (2026-2031) & (USD Million)

Table 196. Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Country (2020-2025) & (USD Million)

Table 197. Middle East & Africa Customer Engagement and Analytics Software Consumption Value by Country (2026-2031) & (USD Million)

Table 198. Global Key Players of Customer Engagement and Analytics Software Upstream (Raw Materials)

Table 199. Global Customer Engagement and Analytics Software Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Customer Engagement and Analytics Software Picture
- Figure 2. Global Customer Engagement and Analytics Software Consumption Value by Type, (USD Million), 2020 & 2024 & 2031
- Figure 3. Global Customer Engagement and Analytics Software Consumption Value Market Share by Type in 2024
- Figure 4. On-premise
- Figure 5. Cloud-based
- Figure 6. Global Customer Engagement and Analytics Software Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Figure 7. Customer Engagement and Analytics Software Consumption Value Market Share by Application in 2024
- Figure 8. Large Enterprises Picture
- Figure 9. SMEs Picture
- Figure 10. Global Customer Engagement and Analytics Software Consumption Value, (USD Million): 2020 & 2024 & 2031
- Figure 11. Global Customer Engagement and Analytics Software Consumption Value and Forecast (2020-2031) & (USD Million)
- Figure 12. Global Market Customer Engagement and Analytics Software Consumption Value (USD Million) Comparison by Region (2020 VS 2024 VS 2031)
- Figure 13. Global Customer Engagement and Analytics Software Consumption Value Market Share by Region (2020-2031)
- Figure 14. Global Customer Engagement and Analytics Software Consumption Value Market Share by Region in 2024
- Figure 15. North America Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)
- Figure 16. Europe Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)
- Figure 17. Asia-Pacific Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)
- Figure 18. South America Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)
- Figure 19. Middle East & Africa Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)
- Figure 20. Company Three Recent Developments and Future Plans
- Figure 21. Global Customer Engagement and Analytics Software Revenue Share by

## Players in 2024

Figure 22. Customer Engagement and Analytics Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2024

Figure 23. Market Share of Customer Engagement and Analytics Software by Player Revenue in 2024

Figure 24. Top 3 Customer Engagement and Analytics Software Players Market Share in 2024

Figure 25. Top 6 Customer Engagement and Analytics Software Players Market Share in 2024

Figure 26. Global Customer Engagement and Analytics Software Consumption Value Share by Type (2020-2025)

Figure 27. Global Customer Engagement and Analytics Software Market Share Forecast by Type (2026-2031)

Figure 28. Global Customer Engagement and Analytics Software Consumption Value Share by Application (2020-2025)

Figure 29. Global Customer Engagement and Analytics Software Market Share Forecast by Application (2026-2031)

Figure 30. North America Customer Engagement and Analytics Software Consumption Value Market Share by Type (2020-2031)

Figure 31. North America Customer Engagement and Analytics Software Consumption Value Market Share by Application (2020-2031)

Figure 32. North America Customer Engagement and Analytics Software Consumption Value Market Share by Country (2020-2031)

Figure 33. United States Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 34. Canada Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 35. Mexico Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 36. Europe Customer Engagement and Analytics Software Consumption Value Market Share by Type (2020-2031)

Figure 37. Europe Customer Engagement and Analytics Software Consumption Value Market Share by Application (2020-2031)

Figure 38. Europe Customer Engagement and Analytics Software Consumption Value Market Share by Country (2020-2031)

Figure 39. Germany Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 40. France Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 41. United Kingdom Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 42. Russia Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 43. Italy Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 44. Asia-Pacific Customer Engagement and Analytics Software Consumption Value Market Share by Type (2020-2031)

Figure 45. Asia-Pacific Customer Engagement and Analytics Software Consumption Value Market Share by Application (2020-2031)

Figure 46. Asia-Pacific Customer Engagement and Analytics Software Consumption Value Market Share by Region (2020-2031)

Figure 47. China Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 48. Japan Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 49. South Korea Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 50. India Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 51. Southeast Asia Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 52. Australia Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 53. South America Customer Engagement and Analytics Software Consumption Value Market Share by Type (2020-2031)

Figure 54. South America Customer Engagement and Analytics Software Consumption Value Market Share by Application (2020-2031)

Figure 55. South America Customer Engagement and Analytics Software Consumption Value Market Share by Country (2020-2031)

Figure 56. Brazil Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 57. Argentina Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 58. Middle East & Africa Customer Engagement and Analytics Software Consumption Value Market Share by Type (2020-2031)

Figure 59. Middle East & Africa Customer Engagement and Analytics Software Consumption Value Market Share by Application (2020-2031)

Figure 60. Middle East & Africa Customer Engagement and Analytics Software

Consumption Value Market Share by Country (2020-2031)

Figure 61. Turkey Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 62. Saudi Arabia Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 63. UAE Customer Engagement and Analytics Software Consumption Value (2020-2031) & (USD Million)

Figure 64. Customer Engagement and Analytics Software Market Drivers

Figure 65. Customer Engagement and Analytics Software Market Restraints

Figure 66. Customer Engagement and Analytics Software Market Trends

Figure 67. Porters Five Forces Analysis

Figure 68. Customer Engagement and Analytics Software Industrial Chain

Figure 69. Methodology

Figure 70. Research Process and Data Source

## I would like to order

Product name: Global Customer Engagement and Analytics Software Market 2025 by Company, Regions, Type and Application, Forecast to 2031

Product link: <https://marketpublishers.com/r/CBB9704643CAEN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CBB9704643CAEN.html>