

EMEA Social Customer Relationship Management (CRM) Software Market by Manufacturers, Regions, Type and Application, Forecast to 2022

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Abstracts

Customer relationship management (CRM) is an approach to managing a company's interaction with current and potential future customers that tries to analyze data about customers' history with a company and to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

Scope of the Report:

This report focuses on the Social Customer Relationship Management (CRM) Software in EMEA market, covering Europe, Middle East and Africa, This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

IBM

Jive Software

Lithium

Oracle

Salesforce

Microsoft

Netsuite

Pegasystems

Sap

SugarCRM.

Market Segment by Regions, regional analysis covers

Europe (Germany, France, UK, Russia, Italy and Turkey)

Middle East (Saudi Arabia, Israel, UAE and Iran)

Africa (South Africa, Nigeria, Egypt and Algeria)

Market Segment by Type, covers

Social Monitoring and Social Listening

Social Mapping

Social Middleware

Social Management

Social Measurement

Market Segment by Applications, can be divided into

Customer Service and Support

Marketing

Sales

Others

There are 13 Chapters to deeply display the EMEA Social Customer Relationship Management (CRM) Software market.

Chapter 1, to describe Social Customer Relationship Management (CRM) Software Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Social Customer Relationship Management (CRM) Software, with sales, revenue, and price of Social Customer Relationship Management (CRM) Software, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the EMEA market by regions, with sales, revenue and market share of Social Customer Relationship Management (CRM) Software, for each region, from 2012 to 2017;

Chapter 5, 6, 7, to analyze the market by regions, manufacturers, type and application, with sales, revenue and market share by key countries in these regions;

Chapter 8 and 9, to show the market by type and application, with sales market share and growth rate by type, application, from 2012 to 2017;

Chapter 10, Social Customer Relationship Management (CRM) Software market forecast, by regions, type and application, with sales and revenue, from 2017 to 2022;

Chapter 11, 12 and 13, to describe Social Customer Relationship Management (CRM) Software research findings and conclusion, sales channel, distributors, traders, dealers, appendix and data source

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