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Europe Social Customer Relationship Management (CRM) Software Market by Manufacturers, Countries, 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 Europe market, especially in Germany, UK, France, Russia, and Italy. This report categorizes the market based on manufacturers, countries, type and application.

Market Segment by Manufacturers, this report covers

IBM

Jive Software

Lithium

Oracle

Salesforce

Microsoft

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Netsuite

Pegasystems

Sap

SugarCRM.

Market Segment by Countries, covering

Germany

UK

France

Russia

Italy

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

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Marketing

Sales

Others

There are 17 Chapters to deeply display the Europe Social Customer Relationship Management (CRM) Software market.

Chapter 1, to describe Social Customer Relationship Management (CRM) Software Introduction, product type and application, market overview, market analysis by countries, market opportunities, market risk, market driving force;

Chapter 2, to analyze the manufacturers of Social Customer Relationship Management (CRM) Software, with profile, main business, news, sales, price, revenue and market share in 2016 and 2017;

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

Chapter 4, to show the Europe market by countries, covering Germany, UK, France, Italy and Russia, with sales, price, revenue and market share of Social Customer Relationship Management (CRM) Software, for each country, from 2012 to 2017;

Chapter 5 and 6, to show the market by type and application, with sales, price, revenue, market share and growth rate by type and application, from 2012 to 2017;

Chapter 7, 8, 9, 10 and 11, to analyze the key countries by manufacturers, Type and Application, covering Germany, UK, France, Italy and Russia, with sales, revenue and market share by manufacturers, types and applications;

Chapter 12, Social Customer Relationship Management (CRM) Software market forecast, by countries, type and application, with sales, price, revenue and growth rate forecast, from 2017 to 2022;

Chapter 13, to analyze the manufacturing cost, key raw materials and manufacturing process etc.

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Chapter 14, to analyze the industrial chain, sourcing strategy and downstream end users (buyers);

Chapter 15, to describe Social Customer Relationship Management (CRM) Software sales channel, distributors, traders, dealers etc.

Chapter 16 and 17, to describe Social Customer Relationship Management (CRM) Software Research Findings and Conclusion, Appendix, methodology and data source

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