

# Global Agent Performance Optimization (APO) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Agent Performance Optimization covers everything from workforce and performance management, quality monitoring, analytics and virtual agents. Agent performance optimization is widely used in contact centers for agent-facing technologies. These contact center applications essentially seek to reduce workforce costs, increase agent effectiveness, and improve service levels. These tools ease manager's task in planning schedules, forecasting agent requirements, measuring agent performance, analyzing results and improving outcomes.

### Scope of the Report:

This report studies the Agent Performance Optimization (APO) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Agent Performance Optimization (APO) market by product type and applications/end industries.

With today's complex and omnichannel customer journeys, executives and organizations should strive to get everything they can out of their workforce management system. The bottom line is that optimizing contact center and call center performance will help to develop a competitive advantage as agent productivity is improved, customers' needs are proactively met, and, ultimately, revenues are increased.

A Workforce Management solution can have a profound impact on all areas of the customer service – from long-term planning and intraday management, to follow-up and performance management.

The market is growing at a very rapid pace and with rise in technological innovation,

competition and M&A activities in the industry many local and regional vendors are offering specific application products for varied end-users. The new manufacturer entrants in the market are finding it hard to compete with the international vendors based on quality, reliability, and innovations in technology.

The industry is expected to remain innovation-led, with frequent acquisitions and strategic alliances adopted as the key strategies by the players to increase their industry presence. Market stays in mature period with a clear concentration.

Significant and lasting barriers make entry into this market difficult. These barriers include, but are not limited to: (i) product development costs; (ii) capital requirements; (iii) intellectual property rights; (iv) regulatory requirement; and (v) Transitions' unfair methods of competition.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area, the future will still have more new investment enter the field. Even so, the market is intensely competitive. The study group recommends the new entrants just having money but without technical advantage and upstream and downstream support do not to enter into this field.

The global Agent Performance Optimization (APO) market is valued at 1920 million USD in 2017 and is expected to reach 4530 million USD by the end of 2023, growing at a CAGR of 15.4% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Agent Performance Optimization (APO).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

NICE Ltd

Genesys

Verint Systems Inc

Aspect

Calabrio

Five9

Teleopti AB

ZOOM International

InVision AG

Upstream Works Software

Envision Telephony

CallMiner

CallFinder

HigherGround, Inc.

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Cloud Based

On Premises

Market Segment by Applications, can be divided into

Small & Mid-sized Businesses

Large Enterprises

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