

Global Call Center Analytics Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GFEB7ED70912EN.html>

Date: August 2026

Pages: 158

Price: US\$ 4,480.00 (Single User License)

ID: GFEB7ED70912EN

Abstracts

The global Call Center Analytics market size is expected to reach \$ 3240 million by 2032, rising at a market growth of 13.3% CAGR during the forecast period (2026-2032).

Call Center Analytics refers to software systems designed to collect, transcribe, structure, analyze, and visualize data generated by call centers or contact centers?including voice calls, text chats, emails, support tickets, IVR interactions, agent activities, customer journeys, and quality assurance data. Its core functions include call recording analysis, speech-to-text conversion, keyword recognition, customer sentiment analysis, agent performance analysis, call reason classification, compliance monitoring, predictive analytics, customer churn alerts, operational reporting, and real-time agent assistance.

Driven by the prevalence of remote agent teams, omnichannel customer interaction and tightened cross-industry compliance supervision, call center analytics is shifting from post-call static statistical reporting to real-time multimodal intelligent analysis that unifies voice, online chat, social media and video consultation data into a single insight system. NLP speech parsing, real-time emotion recognition and generative AI are embedded as standard modules to realize automatic quality inspection, agent performance coaching, customer intent mining and incoming volume predictive scheduling, helping enterprises reduce service loss and optimize workforce allocation. Cloud-native SaaS deployment and hybrid deployment architectures become mainstream delivery modes, replacing traditional on-premises single-function software, with modular subscription packages tailored for banking, retail, healthcare and telecom vertical sectors to lower access costs for small and medium-sized service teams. Global data privacy and audio recording regulatory requirements push privacy-by-design data masking and audit traceability functions into mandatory configurations, while vendors accelerate ecosystem integration

with CRM, ticketing systems and intelligent routing platforms. The market forms a two-tier competitive landscape: large integrated customer experience platforms provide end-to-end analytics suites, while specialized boutique vendors focus on segmented scenarios such as compliance monitoring and speech sentiment analysis, with prescriptive analytics that output actionable operation strategies gradually replacing simple descriptive data dashboards as core product differentiation.

This report studies the global Call Center Analytics demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Call Center Analytics, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Call Center Analytics that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Call Center Analytics total market, 2021-2032, (USD Million)

Global Call Center Analytics total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Call Center Analytics total market, key domestic companies, and share, (USD Million)

Global Call Center Analytics revenue by player, revenue and market share 2021-2026, (USD Million)

Global Call Center Analytics total market by Type, CAGR, 2021-2032, (USD Million)

Global Call Center Analytics total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Call Center Analytics 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 Five8, Verint, SAP SE, NICE, Genesys, Talkdesk, RingCentral, 8x7, Cisco, Avaya, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Call Center Analytics market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Call Center Analytics Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Call Center Analytics Market, Segmentation by Type:

Predictive Analytics

Omnichannel Analytics

Customer Satisfaction Analytics

Interaction Analytics

Others

Global Call Center Analytics Market, Segmentation by Content:

Speech Analytics

Text Analytics

Sentiment Analytics

Performance Analytics

Others

Global Call Center Analytics Market, Segmentation by Deployment:

Cloud-Based

On-Premise

Global Call Center Analytics Market, Segmentation by Application:

Large Enterprise

SMEs

Companies Profiled:

Five8

Verint

SAP SE

NICE

Genesys

Talkdesk

RingCentral

8x7

Cisco

Avaya

Calabrio

Observe.AI

CallMiner

Tethr

Sprinklr

Salesforce

iFLYTEK

Alibaba Cloud

NTT Communications

NEC

Fujitsu

Hitachi Solutions

Key Questions Answered

1. How big is the global Call Center Analytics market?
2. What is the demand of the global Call Center Analytics market?
3. What is the year over year growth of the global Call Center Analytics market?

4. What is the total value of the global Call Center Analytics market?
5. Who are the Major Players in the global Call Center Analytics market?
6. What are the growth factors driving the market demand?

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