

# Global Call Center Artificial Intelligence (AI) Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Call Center Artificial Intelligence (AI) market size is expected to reach \$ 5242 million by 2032, rising at a market growth of 14.9% CAGR during the forecast period (2026-2032).

Call Center Artificial Intelligence (AI) refers to the application of technologies—such as machine learning, Natural Language Processing (NLP), speech recognition, speech synthesis, sentiment analysis, knowledge base retrieval, predictive analytics, and generative AI—within call centers and customer contact centers. These technologies are utilized to automatically identify customer intent, facilitate intelligent Q&A, assist human agents, optimize call routing, generate call summaries, and support quality assurance analysis and customer experience management. Its core value lies in enhancing service efficiency, reducing labor costs, improving First Contact Resolution (FCR) rates, and driving the transformation of traditional call centers from mere 'manual answering centers' into 'intelligent customer interaction platforms.'

Call centers are increasingly deploying AI-powered virtual assistants, also known as chatbots or voicebots, to handle routine customer inquiries and provide quick resolutions. Integrating AI capabilities with CRM systems enables call center agents to access customer data and historical interactions, improving personalized customer service. AI-driven voice analytics and sentiment analysis tools help call centers monitor customer conversations for sentiment and identify potential issues or opportunities for improvement.

In the short term, AI will not completely replace human agents; instead, it will primarily handle tasks such as identifying customer intent, answering frequently asked questions, providing real-time script suggestions, generating call summaries, recommending

relevant knowledge, and conducting quality assurance scoring. Complex inquiries, customer complaints, sales conversions, and interactions with high-value clients will continue to require human intervention. Industries such as finance, telecommunications, e-commerce, healthcare, government services, aviation, and insurance place high demands on knowledge base accuracy, compliance auditing, identity verification, and process automation; this has driven vendors to offer industry-specific templates, specialized large language models, private deployment options, and compliance-oriented AI customer service solutions.

This report studies the global Call Center Artificial Intelligence (AI) demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Call Center Artificial Intelligence (AI), 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 Artificial Intelligence (AI) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Call Center Artificial Intelligence (AI) total market, 2021-2032, (USD Million)

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

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

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

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

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

This report profiles major players in the global Call Center Artificial Intelligence (AI) 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 Genesys, NiCE, Five9, Talkdesk, Google Cloud, Amazon Web Services, Microsoft, Salesforce, Zendesk, Cisco, 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 Artificial Intelligence (AI) 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 Artificial Intelligence (AI) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Call Center Artificial Intelligence (AI) Market, Segmentation by Type:

Conversational Artificial Intelligence

Interactive Voice Response

Others

## Global Call Center Artificial Intelligence (AI) Market, Segmentation by Function:

AI Virtual Agent

Agent Assist

Intelligent Routing

Speech Analytics & Quality Management

Workforce Optimization AI

Predictive Customer Experience Analytics

Others

## Global Call Center Artificial Intelligence (AI) Market, Segmentation by Deployment:

Cloud-Based

On-Premises

## Global Call Center Artificial Intelligence (AI) Market, Segmentation by Application:

SME

Large Enterprises

## Companies Profiled:

Genesys

NiCE

Five9

Talkdesk

Google Cloud

Amazon Web Services

Microsoft

Salesforce

Zendesk

Cisco

Avaya

8x8

RingCentral

Kore.ai

Cognigy

Alibaba Cloud

Tencent Cloud

iFLYTEK

NTT DATA

NEC

SoftBank

PKSHA Technology

### Key Questions Answered

1. How big is the global Call Center Artificial Intelligence (AI) market?
2. What is the demand of the global Call Center Artificial Intelligence (AI) market?
3. What is the year over year growth of the global Call Center Artificial Intelligence (AI) market?
4. What is the total value of the global Call Center Artificial Intelligence (AI) market?
5. Who are the Major Players in the global Call Center Artificial Intelligence (AI) market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Call Center Artificial Intelligence (AI) Introduction
- 1.2 World Call Center Artificial Intelligence (AI) Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Call Center Artificial Intelligence (AI) Total Market by Region (by Headquarter Location)
  - 1.3.1 World Call Center Artificial Intelligence (AI) Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032)
  - 1.3.3 China Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032)
  - 1.3.4 Europe Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032)
  - 1.3.5 Japan Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032)
  - 1.3.8 India Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Call Center Artificial Intelligence (AI) Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)
- 2.2 World Call Center Artificial Intelligence (AI) Consumption Value by Region
  - 2.2.1 World Call Center Artificial Intelligence (AI) Consumption Value by Region (2021-2026)
  - 2.2.2 World Call Center Artificial Intelligence (AI) Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)

- 2.4 China Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)
- 2.5 Europe Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)
- 2.6 Japan Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)
- 2.7 South Korea Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)
- 2.8 ASEAN Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)
- 2.9 India Call Center Artificial Intelligence (AI) Consumption Value (2021-2032)

### **3 WORLD CALL CENTER ARTIFICIAL INTELLIGENCE (AI) COMPANIES COMPETITIVE ANALYSIS**

- 3.1 World Call Center Artificial Intelligence (AI) Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
  - 3.2.1 Global Call Center Artificial Intelligence (AI) Industry Rank of Major Players
  - 3.2.2 Global Concentration Ratios (CR4) for Call Center Artificial Intelligence (AI) in 2025
  - 3.2.3 Global Concentration Ratios (CR8) for Call Center Artificial Intelligence (AI) in 2025
- 3.3 Call Center Artificial Intelligence (AI) Company Evaluation Quadrant
- 3.4 Call Center Artificial Intelligence (AI) Market: Overall Company Footprint Analysis
  - 3.4.1 Call Center Artificial Intelligence (AI) Market: Region Footprint
  - 3.4.2 Call Center Artificial Intelligence (AI) Market: Company Product Type Footprint
  - 3.4.3 Call Center Artificial Intelligence (AI) Market: Company Product Application Footprint
- 3.5 Competitive Environment
  - 3.5.1 Historical Structure of the Industry
  - 3.5.2 Barriers of Market Entry
  - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: Call Center Artificial Intelligence (AI) Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: Call Center Artificial Intelligence (AI) Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
  - 4.1.2 United States VS China: Call Center Artificial Intelligence (AI) Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Call Center Artificial

## Intelligence (AI) Consumption Value Comparison

4.2.1 United States VS China: Call Center Artificial Intelligence (AI) Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Call Center Artificial Intelligence (AI) Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Call Center Artificial Intelligence (AI) Companies and Market Share, 2021-2026

4.3.1 United States Based Call Center Artificial Intelligence (AI) Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Call Center Artificial Intelligence (AI) Revenue, (2021-2026)

4.4 China Based Companies Call Center Artificial Intelligence (AI) Revenue and Market Share, 2021-2026

4.4.1 China Based Call Center Artificial Intelligence (AI) Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Call Center Artificial Intelligence (AI) Revenue, (2021-2026)

4.5 Rest of World Based Call Center Artificial Intelligence (AI) Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Call Center Artificial Intelligence (AI) Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Call Center Artificial Intelligence (AI) Revenue (2021-2026)

## 5 MARKET ANALYSIS BY TYPE

5.1 World Call Center Artificial Intelligence (AI) Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Conversational Artificial Intelligence

5.2.2 Interactive Voice Response

5.2.3 Others

5.3 Market Segment by Type

5.3.1 World Call Center Artificial Intelligence (AI) Market Size by Type (2021-2026)

5.3.2 World Call Center Artificial Intelligence (AI) Market Size by Type (2027-2032)

5.3.3 World Call Center Artificial Intelligence (AI) Market Size Market Share by Type (2027-2032)

## 6 MARKET ANALYSIS BY FUNCTION

6.1 World Call Center Artificial Intelligence (AI) Market Size Overview by Function: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Function

6.2.1 AI Virtual Agent

6.2.2 Agent Assist

6.2.3 Intelligent Routing

6.2.4 Speech Analytics & Quality Management

6.2.5 Workforce Optimization AI

6.2.6 Predictive Customer Experience Analytics

6.2.7 Others

6.3 Market Segment by Function

6.3.1 World Call Center Artificial Intelligence (AI) Market Size by Function (2021-2026)

6.3.2 World Call Center Artificial Intelligence (AI) Market Size by Function (2027-2032)

6.3.3 World Call Center Artificial Intelligence (AI) Market Size Market Share by Function (2027-2032)

## **7 MARKET ANALYSIS BY DEPLOYMENT**

7.1 World Call Center Artificial Intelligence (AI) Market Size Overview by Deployment: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Deployment

7.2.1 Cloud-Based

7.2.2 On-Premises

7.3 Market Segment by Deployment

7.3.1 World Call Center Artificial Intelligence (AI) Market Size by Deployment (2021-2026)

7.3.2 World Call Center Artificial Intelligence (AI) Market Size by Deployment (2027-2032)

7.3.3 World Call Center Artificial Intelligence (AI) Market Size Market Share by Deployment (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World Call Center Artificial Intelligence (AI) Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 SME

8.2.2 Large Enterprises

## 8.3 Market Segment by Application

8.3.1 World Call Center Artificial Intelligence (AI) Market Size by Application (2021-2026)

8.3.2 World Call Center Artificial Intelligence (AI) Market Size by Application (2027-2032)

8.3.3 World Call Center Artificial Intelligence (AI) Market Size Market Share by Application (2021-2032)

## 9 COMPANY PROFILES

### 9.1 Genesys

9.1.1 Genesys Details

9.1.2 Genesys Major Business

9.1.3 Genesys Call Center Artificial Intelligence (AI) Product and Services

9.1.4 Genesys Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Genesys Recent Developments/Updates

9.1.6 Genesys Competitive Strengths & Weaknesses

### 9.2 NiCE

9.2.1 NiCE Details

9.2.2 NiCE Major Business

9.2.3 NiCE Call Center Artificial Intelligence (AI) Product and Services

9.2.4 NiCE Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 NiCE Recent Developments/Updates

9.2.6 NiCE Competitive Strengths & Weaknesses

### 9.3 Five9

9.3.1 Five9 Details

9.3.2 Five9 Major Business

9.3.3 Five9 Call Center Artificial Intelligence (AI) Product and Services

9.3.4 Five9 Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Five9 Recent Developments/Updates

9.3.6 Five9 Competitive Strengths & Weaknesses

### 9.4 Talkdesk

9.4.1 Talkdesk Details

9.4.2 Talkdesk Major Business

9.4.3 Talkdesk Call Center Artificial Intelligence (AI) Product and Services

9.4.4 Talkdesk Call Center Artificial Intelligence (AI) Revenue, Gross Margin and

## Market Share (2021-2026)

9.4.5 Talkdesk Recent Developments/Updates

9.4.6 Talkdesk Competitive Strengths & Weaknesses

## 9.5 Google Cloud

9.5.1 Google Cloud Details

9.5.2 Google Cloud Major Business

9.5.3 Google Cloud Call Center Artificial Intelligence (AI) Product and Services

9.5.4 Google Cloud Call Center Artificial Intelligence (AI) Revenue, Gross Margin and

## Market Share (2021-2026)

9.5.5 Google Cloud Recent Developments/Updates

9.5.6 Google Cloud Competitive Strengths & Weaknesses

## 9.6 Amazon Web Services

9.6.1 Amazon Web Services Details

9.6.2 Amazon Web Services Major Business

9.6.3 Amazon Web Services Call Center Artificial Intelligence (AI) Product and Services

9.6.4 Amazon Web Services Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 Amazon Web Services Recent Developments/Updates

9.6.6 Amazon Web Services Competitive Strengths & Weaknesses

## 9.7 Microsoft

9.7.1 Microsoft Details

9.7.2 Microsoft Major Business

9.7.3 Microsoft Call Center Artificial Intelligence (AI) Product and Services

9.7.4 Microsoft Call Center Artificial Intelligence (AI) Revenue, Gross Margin and

## Market Share (2021-2026)

9.7.5 Microsoft Recent Developments/Updates

9.7.6 Microsoft Competitive Strengths & Weaknesses

## 9.8 Salesforce

9.8.1 Salesforce Details

9.8.2 Salesforce Major Business

9.8.3 Salesforce Call Center Artificial Intelligence (AI) Product and Services

9.8.4 Salesforce Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)

9.8.5 Salesforce Recent Developments/Updates

9.8.6 Salesforce Competitive Strengths & Weaknesses

## 9.9 Zendesk

9.9.1 Zendesk Details

9.9.2 Zendesk Major Business

- 9.9.3 Zendesk Call Center Artificial Intelligence (AI) Product and Services
- 9.9.4 Zendesk Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
- 9.9.5 Zendesk Recent Developments/Updates
- 9.9.6 Zendesk Competitive Strengths & Weaknesses
- 9.10 Cisco
  - 9.10.1 Cisco Details
  - 9.10.2 Cisco Major Business
  - 9.10.3 Cisco Call Center Artificial Intelligence (AI) Product and Services
  - 9.10.4 Cisco Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.10.5 Cisco Recent Developments/Updates
  - 9.10.6 Cisco Competitive Strengths & Weaknesses
- 9.11 Avaya
  - 9.11.1 Avaya Details
  - 9.11.2 Avaya Major Business
  - 9.11.3 Avaya Call Center Artificial Intelligence (AI) Product and Services
  - 9.11.4 Avaya Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.11.5 Avaya Recent Developments/Updates
  - 9.11.6 Avaya Competitive Strengths & Weaknesses
- 9.12 8x8
  - 9.12.1 8x8 Details
  - 9.12.2 8x8 Major Business
  - 9.12.3 8x8 Call Center Artificial Intelligence (AI) Product and Services
  - 9.12.4 8x8 Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.12.5 8x8 Recent Developments/Updates
  - 9.12.6 8x8 Competitive Strengths & Weaknesses
- 9.13 RingCentral
  - 9.13.1 RingCentral Details
  - 9.13.2 RingCentral Major Business
  - 9.13.3 RingCentral Call Center Artificial Intelligence (AI) Product and Services
  - 9.13.4 RingCentral Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.13.5 RingCentral Recent Developments/Updates
  - 9.13.6 RingCentral Competitive Strengths & Weaknesses
- 9.14 Kore.ai
  - 9.14.1 Kore.ai Details

- 9.14.2 Kore.ai Major Business
- 9.14.3 Kore.ai Call Center Artificial Intelligence (AI) Product and Services
- 9.14.4 Kore.ai Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
- 9.14.5 Kore.ai Recent Developments/Updates
- 9.14.6 Kore.ai Competitive Strengths & Weaknesses
- 9.15 Cognigy
  - 9.15.1 Cognigy Details
  - 9.15.2 Cognigy Major Business
  - 9.15.3 Cognigy Call Center Artificial Intelligence (AI) Product and Services
  - 9.15.4 Cognigy Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.15.5 Cognigy Recent Developments/Updates
  - 9.15.6 Cognigy Competitive Strengths & Weaknesses
- 9.16 Alibaba Cloud
  - 9.16.1 Alibaba Cloud Details
  - 9.16.2 Alibaba Cloud Major Business
  - 9.16.3 Alibaba Cloud Call Center Artificial Intelligence (AI) Product and Services
  - 9.16.4 Alibaba Cloud Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.16.5 Alibaba Cloud Recent Developments/Updates
  - 9.16.6 Alibaba Cloud Competitive Strengths & Weaknesses
- 9.17 Tencent Cloud
  - 9.17.1 Tencent Cloud Details
  - 9.17.2 Tencent Cloud Major Business
  - 9.17.3 Tencent Cloud Call Center Artificial Intelligence (AI) Product and Services
  - 9.17.4 Tencent Cloud Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.17.5 Tencent Cloud Recent Developments/Updates
  - 9.17.6 Tencent Cloud Competitive Strengths & Weaknesses
- 9.18 iFLYTEK
  - 9.18.1 iFLYTEK Details
  - 9.18.2 iFLYTEK Major Business
  - 9.18.3 iFLYTEK Call Center Artificial Intelligence (AI) Product and Services
  - 9.18.4 iFLYTEK Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.18.5 iFLYTEK Recent Developments/Updates
  - 9.18.6 iFLYTEK Competitive Strengths & Weaknesses
- 9.19 NTT DATA

- 9.19.1 NTT DATA Details
- 9.19.2 NTT DATA Major Business
- 9.19.3 NTT DATA Call Center Artificial Intelligence (AI) Product and Services
- 9.19.4 NTT DATA Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
- 9.19.5 NTT DATA Recent Developments/Updates
- 9.19.6 NTT DATA Competitive Strengths & Weaknesses
- 9.20 NEC
  - 9.20.1 NEC Details
  - 9.20.2 NEC Major Business
  - 9.20.3 NEC Call Center Artificial Intelligence (AI) Product and Services
  - 9.20.4 NEC Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.20.5 NEC Recent Developments/Updates
  - 9.20.6 NEC Competitive Strengths & Weaknesses
- 9.21 SoftBank
  - 9.21.1 SoftBank Details
  - 9.21.2 SoftBank Major Business
  - 9.21.3 SoftBank Call Center Artificial Intelligence (AI) Product and Services
  - 9.21.4 SoftBank Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.21.5 SoftBank Recent Developments/Updates
  - 9.21.6 SoftBank Competitive Strengths & Weaknesses
- 9.22 PKSHA Technology
  - 9.22.1 PKSHA Technology Details
  - 9.22.2 PKSHA Technology Major Business
  - 9.22.3 PKSHA Technology Call Center Artificial Intelligence (AI) Product and Services
  - 9.22.4 PKSHA Technology Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026)
  - 9.22.5 PKSHA Technology Recent Developments/Updates
  - 9.22.6 PKSHA Technology Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Call Center Artificial Intelligence (AI) Industry Chain
- 10.2 Call Center Artificial Intelligence (AI) Upstream Analysis
- 10.3 Call Center Artificial Intelligence (AI) Midstream Analysis
- 10.4 Call Center Artificial Intelligence (AI) Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Call Center Artificial Intelligence (AI) Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Call Center Artificial Intelligence (AI) Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Call Center Artificial Intelligence (AI) Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Call Center Artificial Intelligence (AI) Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Call Center Artificial Intelligence (AI) Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Call Center Artificial Intelligence (AI) Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Call Center Artificial Intelligence (AI) Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Call Center Artificial Intelligence (AI) Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Call Center Artificial Intelligence (AI) Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Call Center Artificial Intelligence (AI) Players in 2025
- Table 12. World Call Center Artificial Intelligence (AI) Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Call Center Artificial Intelligence (AI) Company Evaluation Quadrant
- Table 14. Head Office of Key Call Center Artificial Intelligence (AI) Players
- Table 15. Call Center Artificial Intelligence (AI) Market: Company Product Type Footprint
- Table 16. Call Center Artificial Intelligence (AI) Market: Company Product Application Footprint
- Table 17. Call Center Artificial Intelligence (AI) Mergers & Acquisitions Activity
- Table 18. United States VS China Call Center Artificial Intelligence (AI) Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Call Center Artificial Intelligence (AI) Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Call Center Artificial Intelligence (AI) Companies,

Headquarters (States, Country)

Table 21. United States Based Companies Call Center Artificial Intelligence (AI) Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Call Center Artificial Intelligence (AI) Revenue Market Share (2021-2026)

Table 23. China Based Call Center Artificial Intelligence (AI) Companies, Headquarters (Province, Country)

Table 24. China Based Companies Call Center Artificial Intelligence (AI) Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Call Center Artificial Intelligence (AI) Revenue Market Share (2021-2026)

Table 26. Rest of World Based Call Center Artificial Intelligence (AI) Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Call Center Artificial Intelligence (AI) Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Call Center Artificial Intelligence (AI) Revenue Market Share (2021-2026)

Table 29. World Call Center Artificial Intelligence (AI) Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Call Center Artificial Intelligence (AI) Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Call Center Artificial Intelligence (AI) Market Size by Type (2027-2032) & (USD Million)

Table 32. World Call Center Artificial Intelligence (AI) Market Size by Function, (USD Million), 2021 & 2025 & 2032

Table 33. World Call Center Artificial Intelligence (AI) Market Size Value by Function (2021-2026) & (USD Million)

Table 34. World Call Center Artificial Intelligence (AI) Market Size by Function (2027-2032) & (USD Million)

Table 35. World Call Center Artificial Intelligence (AI) Market Size by Deployment, (USD Million), 2021 & 2025 & 2032

Table 36. World Call Center Artificial Intelligence (AI) Market Size Value by Deployment (2021-2026) & (USD Million)

Table 37. World Call Center Artificial Intelligence (AI) Market Size by Deployment (2027-2032) & (USD Million)

Table 38. World Call Center Artificial Intelligence (AI) Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Call Center Artificial Intelligence (AI) Market Size by Application (2021-2026) & (USD Million)

- Table 40. World Call Center Artificial Intelligence (AI) Market Size by Application (2027-2032) & (USD Million)
- Table 41. Genesys Basic Information, Manufacturing Base and Competitors
- Table 42. Genesys Major Business
- Table 43. Genesys Call Center Artificial Intelligence (AI) Product and Services
- Table 44. Genesys Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 45. Genesys Recent Developments/Updates
- Table 46. Genesys Competitive Strengths & Weaknesses
- Table 47. NiCE Basic Information, Manufacturing Base and Competitors
- Table 48. NiCE Major Business
- Table 49. NiCE Call Center Artificial Intelligence (AI) Product and Services
- Table 50. NiCE Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 51. NiCE Recent Developments/Updates
- Table 52. NiCE Competitive Strengths & Weaknesses
- Table 53. Five9 Basic Information, Manufacturing Base and Competitors
- Table 54. Five9 Major Business
- Table 55. Five9 Call Center Artificial Intelligence (AI) Product and Services
- Table 56. Five9 Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 57. Five9 Recent Developments/Updates
- Table 58. Five9 Competitive Strengths & Weaknesses
- Table 59. Talkdesk Basic Information, Manufacturing Base and Competitors
- Table 60. Talkdesk Major Business
- Table 61. Talkdesk Call Center Artificial Intelligence (AI) Product and Services
- Table 62. Talkdesk Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 63. Talkdesk Recent Developments/Updates
- Table 64. Talkdesk Competitive Strengths & Weaknesses
- Table 65. Google Cloud Basic Information, Manufacturing Base and Competitors
- Table 66. Google Cloud Major Business
- Table 67. Google Cloud Call Center Artificial Intelligence (AI) Product and Services
- Table 68. Google Cloud Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. Google Cloud Recent Developments/Updates
- Table 70. Google Cloud Competitive Strengths & Weaknesses
- Table 71. Amazon Web Services Basic Information, Manufacturing Base and Competitors

- Table 72. Amazon Web Services Major Business
- Table 73. Amazon Web Services Call Center Artificial Intelligence (AI) Product and Services
- Table 74. Amazon Web Services Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 75. Amazon Web Services Recent Developments/Updates
- Table 76. Amazon Web Services Competitive Strengths & Weaknesses
- Table 77. Microsoft Basic Information, Manufacturing Base and Competitors
- Table 78. Microsoft Major Business
- Table 79. Microsoft Call Center Artificial Intelligence (AI) Product and Services
- Table 80. Microsoft Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Microsoft Recent Developments/Updates
- Table 82. Microsoft Competitive Strengths & Weaknesses
- Table 83. Salesforce Basic Information, Manufacturing Base and Competitors
- Table 84. Salesforce Major Business
- Table 85. Salesforce Call Center Artificial Intelligence (AI) Product and Services
- Table 86. Salesforce Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. Salesforce Recent Developments/Updates
- Table 88. Salesforce Competitive Strengths & Weaknesses
- Table 89. Zendesk Basic Information, Manufacturing Base and Competitors
- Table 90. Zendesk Major Business
- Table 91. Zendesk Call Center Artificial Intelligence (AI) Product and Services
- Table 92. Zendesk Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. Zendesk Recent Developments/Updates
- Table 94. Zendesk Competitive Strengths & Weaknesses
- Table 95. Cisco Basic Information, Manufacturing Base and Competitors
- Table 96. Cisco Major Business
- Table 97. Cisco Call Center Artificial Intelligence (AI) Product and Services
- Table 98. Cisco Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. Cisco Recent Developments/Updates
- Table 100. Cisco Competitive Strengths & Weaknesses
- Table 101. Avaya Basic Information, Manufacturing Base and Competitors
- Table 102. Avaya Major Business
- Table 103. Avaya Call Center Artificial Intelligence (AI) Product and Services
- Table 104. Avaya Call Center Artificial Intelligence (AI) Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 105. Avaya Recent Developments/Updates

Table 106. Avaya Competitive Strengths & Weaknesses

Table 107. 8x8 Basic Information, Manufacturing Base and Competitors

Table 108. 8x8 Major Business

Table 109. 8x8 Call Center Artificial Intelligence (AI) Product and Services

Table 110. 8x8 Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. 8x8 Recent Developments/Updates

Table 112. 8x8 Competitive Strengths & Weaknesses

Table 113. RingCentral Basic Information, Manufacturing Base and Competitors

Table 114. RingCentral Major Business

Table 115. RingCentral Call Center Artificial Intelligence (AI) Product and Services

Table 116. RingCentral Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. RingCentral Recent Developments/Updates

Table 118. RingCentral Competitive Strengths & Weaknesses

Table 119. Kore.ai Basic Information, Manufacturing Base and Competitors

Table 120. Kore.ai Major Business

Table 121. Kore.ai Call Center Artificial Intelligence (AI) Product and Services

Table 122. Kore.ai Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Kore.ai Recent Developments/Updates

Table 124. Kore.ai Competitive Strengths & Weaknesses

Table 125. Cognigy Basic Information, Manufacturing Base and Competitors

Table 126. Cognigy Major Business

Table 127. Cognigy Call Center Artificial Intelligence (AI) Product and Services

Table 128. Cognigy Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Cognigy Recent Developments/Updates

Table 130. Cognigy Competitive Strengths & Weaknesses

Table 131. Alibaba Cloud Basic Information, Manufacturing Base and Competitors

Table 132. Alibaba Cloud Major Business

Table 133. Alibaba Cloud Call Center Artificial Intelligence (AI) Product and Services

Table 134. Alibaba Cloud Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. Alibaba Cloud Recent Developments/Updates

Table 136. Alibaba Cloud Competitive Strengths & Weaknesses

Table 137. Tencent Cloud Basic Information, Manufacturing Base and Competitors

- Table 138. Tencent Cloud Major Business
- Table 139. Tencent Cloud Call Center Artificial Intelligence (AI) Product and Services
- Table 140. Tencent Cloud Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 141. Tencent Cloud Recent Developments/Updates
- Table 142. Tencent Cloud Competitive Strengths & Weaknesses
- Table 143. iFLYTEK Basic Information, Manufacturing Base and Competitors
- Table 144. iFLYTEK Major Business
- Table 145. iFLYTEK Call Center Artificial Intelligence (AI) Product and Services
- Table 146. iFLYTEK Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. iFLYTEK Recent Developments/Updates
- Table 148. iFLYTEK Competitive Strengths & Weaknesses
- Table 149. NTT DATA Basic Information, Manufacturing Base and Competitors
- Table 150. NTT DATA Major Business
- Table 151. NTT DATA Call Center Artificial Intelligence (AI) Product and Services
- Table 152. NTT DATA Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. NTT DATA Recent Developments/Updates
- Table 154. NTT DATA Competitive Strengths & Weaknesses
- Table 155. NEC Basic Information, Manufacturing Base and Competitors
- Table 156. NEC Major Business
- Table 157. NEC Call Center Artificial Intelligence (AI) Product and Services
- Table 158. NEC Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. NEC Recent Developments/Updates
- Table 160. NEC Competitive Strengths & Weaknesses
- Table 161. SoftBank Basic Information, Manufacturing Base and Competitors
- Table 162. SoftBank Major Business
- Table 163. SoftBank Call Center Artificial Intelligence (AI) Product and Services
- Table 164. SoftBank Call Center Artificial Intelligence (AI) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. SoftBank Recent Developments/Updates
- Table 166. SoftBank Competitive Strengths & Weaknesses
- Table 167. PKSHA Technology Basic Information, Manufacturing Base and Competitors
- Table 168. PKSHA Technology Major Business
- Table 169. PKSHA Technology Call Center Artificial Intelligence (AI) Product and Services
- Table 170. PKSHA Technology Call Center Artificial Intelligence (AI) Revenue, Gross

Margin and Market Share (2021-2026) & (USD Million)

Table 171. PKSHA Technology Recent Developments/Updates

Table 172. PKSHA Technology Competitive Strengths & Weaknesses

Table 173. Global Key Players of Call Center Artificial Intelligence (AI) Upstream (Raw Materials)

Table 174. Global Call Center Artificial Intelligence (AI) Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Call Center Artificial Intelligence (AI) Picture
- Figure 2. World Call Center Artificial Intelligence (AI) Total Revenue: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Call Center Artificial Intelligence (AI) Total Revenue (2021-2032) & (USD Million)
- Figure 4. World Call Center Artificial Intelligence (AI) Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Figure 5. World Call Center Artificial Intelligence (AI) Revenue Market Share by Region (2021-2032), (by Headquarter Location)
- Figure 6. United States Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032) & (USD Million)
- Figure 7. China Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032) & (USD Million)
- Figure 8. Europe Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032) & (USD Million)
- Figure 9. Japan Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032) & (USD Million)
- Figure 10. South Korea Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032) & (USD Million)
- Figure 11. ASEAN Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032) & (USD Million)
- Figure 12. India Based Company Call Center Artificial Intelligence (AI) Revenue (2021-2032) & (USD Million)
- Figure 13. Call Center Artificial Intelligence (AI) Market Drivers
- Figure 14. Factors Affecting Demand
- Figure 15. World Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)
- Figure 16. World Call Center Artificial Intelligence (AI) Consumption Value Market Share by Region (2021-2032)
- Figure 17. United States Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)
- Figure 18. China Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)
- Figure 19. Europe Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)

- Figure 20. Japan Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)
- Figure 21. South Korea Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)
- Figure 22. ASEAN Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)
- Figure 23. India Call Center Artificial Intelligence (AI) Consumption Value (2021-2032) & (USD Million)
- Figure 24. Producer Shipments of Call Center Artificial Intelligence (AI) by Player Revenue (\$MM) and Market Share (%): 2025
- Figure 25. Global Four-firm Concentration Ratios (CR4) for Call Center Artificial Intelligence (AI) Markets in 2025
- Figure 26. Global Four-firm Concentration Ratios (CR8) for Call Center Artificial Intelligence (AI) Markets in 2025
- Figure 27. United States VS China: Call Center Artificial Intelligence (AI) Revenue Market Share Comparison (2021 & 2025 & 2032)
- Figure 28. United States VS China: Call Center Artificial Intelligence (AI) Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- Figure 29. World Call Center Artificial Intelligence (AI) Market Size by Type, (USD Million), 2021 & 2025 & 2032
- Figure 30. World Call Center Artificial Intelligence (AI) Market Size Market Share by Type in 2025
- Figure 31. Conversational Artificial Intelligence
- Figure 32. Interactive Voice Response
- Figure 33. Others
- Figure 34. World Call Center Artificial Intelligence (AI) Market Size Market Share by Type (2021-2032)
- Figure 35. World Call Center Artificial Intelligence (AI) Market Size by Function, (USD Million), 2021 & 2025 & 2032
- Figure 36. World Call Center Artificial Intelligence (AI) Market Size Market Share by Function in 2025
- Figure 37. AI Virtual Agent
- Figure 38. Agent Assist
- Figure 39. Intelligent Routing
- Figure 40. Speech Analytics & Quality Management
- Figure 41. Workforce Optimization AI
- Figure 42. Predictive Customer Experience Analytics
- Figure 43. Others
- Figure 44. Others

Figure 45. World Call Center Artificial Intelligence (AI) Market Size Market Share by Function (2021-2032)

Figure 46. World Call Center Artificial Intelligence (AI) Market Size by Deployment, (USD Million), 2021 & 2025 & 2032

Figure 47. World Call Center Artificial Intelligence (AI) Market Size Market Share by Deployment in 2025

Figure 48. Cloud-Based

Figure 49. On-Premises

Figure 50. World Call Center Artificial Intelligence (AI) Market Size Market Share by Deployment (2021-2032)

Figure 51. World Call Center Artificial Intelligence (AI) Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 52. World Call Center Artificial Intelligence (AI) Market Size Market Share by Application in 2025

Figure 53. SME

Figure 54. Large Enterprises

Figure 55. World Call Center Artificial Intelligence (AI) Market Size Market Share by Application (2021-2032)

Figure 56. Call Center Artificial Intelligence (AI) Industrial Chain

Figure 57. Methodology

Figure 58. Research Process and Data Source

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