

Global Customer Experience Management Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G65ECA12E7CEN.html>

Date: January 2019

Pages: 130

Price: US\$ 3,480.00 (Single User License)

ID: G65ECA12E7CEN

Abstracts

The customer experience management market has been segmented based on touchpoint, vertical, and region. Based on touchpoint, the market has been further classified into company websites, branches/stores, web, call centers, mobiles, social media, emails, and others. In 2017, the call center segment is estimated to account for the largest share in the market. Call centers play a vital role in the customer experience management, whereby requests for products and services are made, and the acquired data is then transmitted through telephone, email, internet, fax, and videos to relevant clients.

Scope of the Report:

This report studies the Customer Experience Management 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 Customer Experience Management market by product type and applications/end industries.

The customer experience management market has been segmented based on touchpoint, vertical, and region. Based on touchpoint, the market has been further classified into company websites, branches/stores, web, call centers, mobiles, social media, emails, and others. In 2017, the call center segment is estimated to account for the largest share in the market. Call centers play a vital role in the customer experience management, whereby requests for products and services are made, and the acquired data is then transmitted through telephone, email, internet, fax, and videos to relevant clients.

The global Customer Experience Management market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR

of 21.3% 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 Customer Experience Management.

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

Adobe Systems

Oracle

IBM

Avaya

Nice Systems

Nokia

Opentext

Tech Mahindra

Verint Systems

Maritzcx

Medallia

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

Company Website

Branch/Store

Web

Call Center

Mobile

Social Media

Email

Others

Market Segment by Applications, can be divided into

IT Communication Service Providers

Telecommunication Service Providers

Banking, Financial Services, and Insurance (BFSI)

Consumer Goods & Retail

Healthcare

Automotive & Transportation

Others

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