

Global Customer Journey Analytics Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

In the component segment, the customer journey analytics software segment is expected to gain a larger market share during the forecast period. The demand for customer journey analytics software is rising, as organizations need a solution to monitor and analyze customer interactions to understand their feelings, emotions, and sentiments. Customer journey analytics vendors provide software that assist companies with the data collection and analysis for generating meaningful insights into customer sentiments, voice of the customer, and the volume of interactions. Customer journey analytics software analyze the data in different formats, such as video, images, text, or audio.

Scope of the Report:

This report studies the Customer Journey Analytics 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 Journey Analytics market by product type and applications/end industries.

Among touchpoints, the email segment is expected to continue its dominance owing to its increasing use in promoting new offers and resolving queries. The mobile segment is expected to grow at the fastest rate, due to an increased volume of interactions through mobile apps during early stages of customer journeys as well as growing adoption of smartphones among consumers.

The global Customer Journey Analytics 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 18.6% 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 Journey Analytics. 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

Salesforce

IBM

Adobe Systems

Nice Systems

SAP

Verint Systems

Pointillist

Clickfox

Quadient

Kitewheel

Servion

Callminer

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

Web

Social media

Mobile

Email

Branch/store

Call center

Others (surveys, promotional events, and sales representatives)

Market Segment by Applications, can be divided into

Customer segmentation and targeting

Customer behavioral analysis

Customer churn analysis

Campaign management

Brand management

Product management

Others (customer loyalty and process management)

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