

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

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Abstracts

A mobile customer relationship management is an application that enables to keep track of customer relationship management activities via mobile devices such as smartphones and tablets. The idea behind mobile CRM is to gather all data regarding clients on mobile using CRM apps within the organization to give an integrated and complete view of each customer. It offers better customer service as it satisfies and anticipates customer due to complete and up-to-date customer database on mobile. The benefit of mobile CRM is it helps in increasing work capacity as its strategy optimizes all the process related to customer relationship management. Mobile CRM aids in improving overall sales performance and growth in productivity due to social and mobile enabled CRM.

SCOPE OF THE REPORT:

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

North America and Europe are expected to dominate the mobile CRM market in the forecast period due to increase in usage of mobile services or platform for employees and clients in business. Asia-Pacific and Middle East & Africa are expected to be the emerging regions to contribute for maximum growth during the forecast period.

The global Mobile Customer Relationship 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 xx% 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 Mobile Customer Relationship 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

Salesforce.com

Zoho

IBM

Microsoft

Oracle

SAP SE

Sybase

Kony Solutions

Resco.net

Software AG

Repsly, 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

On-premise

Cloud

Market Segment by Applications, can be divided into

BFSI

Government

Retail

Healthcare

Manufacturing

Other

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