

Global Social Customer Relationship Management (CRM) Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Social CRM is an evolution of CRM, which uses social media services, techniques, and technology to enable organizations engage with their target customers. It is a business strategy, supported by technology platform, business processes, and social network, which helps to engage customers in a collaborative manner to provide mutual benefits to both parties. Social CRM has various applications including marketing, sales, customer services, social engagement with prospective customers, and social support to customers.

SCOPE OF THE REPORT:

This report studies the Social Customer Relationship Management (CRM) Software 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 Social Customer Relationship Management (CRM) Software market by product type and applications/end industries.

The global Social Customer Relationship Management (CRM) Software 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 Social Customer Relationship Management (CRM) Software.

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

SAP AG

Oracle

Microsoft Dynamics CRM

Jive Software

Lithium Technologies

Visible Technologies

Artesian Solutions

Bazaarvoice

QuestBack

Attensity Group

Leaf Group

Kana Software

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

Cloud-based

On-premises

Market Segment by Applications, can be divided into

SMEs

Large Enterprises

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