

Global Social Customer Relationship Management (CRM) Software Market by Manufacturers, Countries, Type and Application, Forecast to 2022

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Abstracts

Customer relationship management (CRM) is an approach to managing a company's interaction with current and potential future customers that tries to analyze data about customers' history with a company and to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

Scope of the Report:

This report focuses on the Social Customer Relationship Management (CRM) Software in Global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

IBM

Jive Software

Lithium

Oracle

Salesforce

Microsoft

Netsuite

Pegasystems

Sap

SugarCRM.

Market Segment by Regions, regional analysis covers

North America (USA, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Columbia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Social Monitoring and Social Listening

Social Mapping

Social Middleware

Social Management

Social Measurement

Market Segment by Applications, can be divided into

Customer Service and Support

Marketing

Sales

Others

There are 15 Chapters to deeply display the global Social Customer Relationship Management (CRM) Software market.

Chapter 1, to describe Social Customer Relationship Management (CRM) Software Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Social Customer Relationship Management (CRM) Software, with sales, revenue, and price of Social Customer Relationship Management (CRM) Software, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Social Customer Relationship Management (CRM) Software, for each region, from 2012 to 2017;

Chapter 5, 6, 7, 8 and 9, to analyze the key regions, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2012 to 2017;

Chapter 12, Social Customer Relationship Management (CRM) Software market forecast, by regions, type and application, with sales and revenue, from 2017 to 2022;

Chapter 13, 14 and 15, to describe Social Customer Relationship Management (CRM) Software sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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