

Global SQM and CEM Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

SQM is a tool used for comparing expectations with the performance of the product and service. Improved service quality increases the ranking of an organization and helps sustain in the competitive market. CEM is a management tool used to get insights about the customers, which helps organizations take right decisions with respect to their business. It tries to understand multiple aspects of the customer through touch points. Effective utilization of CEM helps enterprises in improving customer satisfaction and increasing brand loyalty. Companies need to manage customer experience effectively and ensure that they attain the maximum level of customer satisfaction to sustain the competition in this challenging business environment.

Scope of the Report:

This report studies the SQM and CEM 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 SQM and CEM market by product type and applications/end industries.

Customers are promoters of brands. Good SQM and CEM enable businesses to find out their followers and users, offer them loyalty and promotional rewards, and thus make them promoters of the brand. If an organization achieves the best SQM and CEM, then its customers will become promoters and its net promoter score card, which is one of the indicators of sustainable growth rate of a company, will be positive. The net promoter score is based on customer feedback and shows whether customers are satisfied or not with an organization's product or service. When an organization employs SQM and CEM tools and techniques for continuous communication and feedback to solve customer issues and problems, it will positively impact customer feedback and

ultimately drive sustainable growth in the service quality management market.

The global SQM and CEM 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 SQM and CEM.

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

HP

IBM

Oracle

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

EFM

Web Analytics

Text Analytics

Speech Analytics

Market Segment by Applications, can be divided into

Small and Medium Businesses

Large Enterprises

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