

North America 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 North America market, especially in United States, Canada and Mexico. This report categorizes the market based on manufacturers, countries, type and application.

Market Segment by Manufacturers, this report covers

IBM

Jive Software

Lithium

Oracle

Salesforce

Microsoft

Netsuite

Pegasystems

Sap

SugarCRM.

Market Segment by Countries, covering

United States

Canada

Mexico

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 North America Social Customer Relationship Management (CRM) Software market.

Chapter 1, to describe Social Customer Relationship Management (CRM) Software Introduction, product type and application, market overview, market analysis by countries, market opportunities, market risk, market driving force;

Chapter 2, to analyze the manufacturers of Social Customer Relationship Management (CRM) Software, with profile, main business, news, sales, price, revenue and market share in 2016 and 2017;

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

Chapter 4, to show the North America market by countries, covering United States, Canada and Mexico, with sales, revenue and market share of Social Customer Relationship Management (CRM) Software, for each country, from 2012 to 2017;

Chapter 5 and 6, to show the market by type and application, with sales, price, revenue, market share and growth rate by type, application, from 2012 to 2017;

Chapter 7, 8 and 9, to analyze the segment market in United States, Canada and Mexico, by manufacturers, type and application, with sales, price, revenue and market share by manufacturers, types and applications;

Chapter 10, Social Customer Relationship Management (CRM) Software market forecast, by countries, type and application, with sales, price and revenue, from 2017 to 2022;

Chapter 11, to analyze the manufacturing cost, key raw materials and manufacturing process etc.

Chapter 12, to analyze the industrial chain, sourcing strategy and downstream end

users (buyers);

Chapter 13, to describe sales channel, distributors, traders, dealers etc.

Chapter 14 and 15, to describe Social Customer Relationship Management (CRM) Software Research Findings and Conclusion, Appendix, methodology and data source

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