

# Conversational System Market Size, Share & Trends Analysis Report By Component, By Type (Text Assistant, Voice Assisted), By Application, By End Use, By Region, And Segment Forecasts, 2020 - 2027

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## Abstracts

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### Conversational Systems Market Growth & Trends

The global conversational system market size is expected to reach USD 37.19 billion by 2027, registering a CAGR of 26.3% from 2020 to 2027 according to a new report by Grand View Research, Inc. Increasing developments in IoT coupled with increased system-to-system communications is expected to propel the market growth. Conversational systems are widely used by businesses to automate and reduce workflows through the context-aware intelligence systems.

Continued advancements in the field of voice-driven assistants, text-based chatbots coupled with integration of Artificial Intelligence (AI) into conversational systems are expected to propel the market growth. Rapid proliferation of messaging platform is expected to create growth opportunities in the forthcoming years. Furthermore, businesses are focusing on integrating Machine-to-Machine (M2M) communication feature into its systems to offer personalized or tailored customer experience through direct contact.

Increasing advances in Natural Language Processing (NLP), AI, and automation has enabled businesses to design cost-efficient digital experiences in the form of conversational solutions. Digital and telecommunication technologies are widely integrated into these solutions to offer programmatic and intelligent conversational

experience to the customers. These solutions also effectively respond to the customer by analyzing human agent responses.

The outbreak of COVID 19 is anticipated to favorably impact the growth of the market for conversational systems. The AI-powered systems are anticipated to improve various aspects of businesses, such as online customer experience and brand reputation. These AI-powered platforms offer real-time support to customers, respond with solutions and suitable products, suggest personalized discounts and offers, and minimize customer complaints and abandonment rate.

### Conversational Systems Market Report Highlights

The services segment is expected to witness significant growth over the forecast period as numerous conversational service providers are focusing on improving customer support experience by offering service apps. These apps with conversational systems enable hassle-free, real-time, and seamless connectivity between customers and support agents. These services are also helping businesses in improving customer engagement

The increasing demand for voice assistant systems in contact centers for improving customer experience is expected propel the voice assisted segment growth over the forecast period

Branding and advertisement segment is expected to witness significant growth over the forecast period as multiple businesses across the globe are using AI-powered solutions for branding and advertising applications. These solutions effectively engage customers and help businesses generate more leads. It also helps businesses in getting valuable insights from the customers

Telecommunication segment is expected to continue its dominance over the forecast period as the telecom sector is increasingly integrating conversational solutions in its business operations owing to various benefits it offers, such as enhanced customer support, increased workforce productivity, and boost sales with promotion and cross-selling, among others

Growth of the Asia Pacific market can be attributed to the increasing investments made by public and private sectors for enhancing their machine learning and AI technologies. This has resulted in an increased demand for conversational solutions for gaining customer insights



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