

# **Complaint Management Software Market Report by Type (Integrated, Stand-alone), Component (Software, Services), Deployment Mode (Cloud-based, On-premises), End Use Industry (Government and Public Sector, BFSI, Retail, IT and Telecom, Hospitality, Healthcare, and Others), and Region 2024-2032**

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## **Abstracts**

The global complaint management software market size reached US\$ 2.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.8 Billion by 2032, exhibiting a growth rate (CAGR) of 9.7% during 2024-2032.

Complaint management software refers to a platform used to handle, manage, report, and respond to customer grievances and requests in a timely manner. It assists organizations in accepting, categorizing and tracking customer complaints from submission to resolution. It also prioritizes complaints based on various criteria, alerts service personnel, notifies customers when their issue has been addressed and streamlines the entire process to ensure faster resolutions. In recent years, complaint management software has gained traction among enterprises as it offers automated complaint and report processing, improves workflow, enhances customer service, and monitors customer feedback in real-time.

### **Complaint Management Software Market Trends:**

The rising need to improve customer experience and protect brand image represents the primary factor driving the market growth. Complaint management software enables organizations to enhance the quality of their products or services by regularly monitoring and recording customer grievances and feedback. As a result, the growing awareness regarding numerous benefits offered by cloud-based complaint management software

solutions, such as efficient resource utilization, direct IT control and cost-effectiveness, is augmenting the product demand. Additionally, the widespread adoption of customer-centric strategies and the escalating demand for automated workflow and complaint management operations are catalyzing the market growth. Besides this, the integration of innovative technologies, such as artificial intelligence (AI) and machine learning (ML), with complaint management software and significant advancements in IT infrastructure are providing lucrative opportunities to the market. Furthermore, the rising product usage in the healthcare, government and public sectors, several product innovations, and increasing investments in research and development (R&D) activities are some of the other factors propelling the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global complaint management software market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, component, deployment mode and end use industry.

#### Breakup by Type:

- Integrated
- Stand-alone

#### Breakup by Component:

- Software
- Services

#### Breakup by Deployment Mode:

- Cloud-based
- On-premises

#### Breakup by End Use Industry:

- Government and Public Sector
- BFSI
- Retail
- IT and Telecom
- Hospitality
- Healthcare

## Others

### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AssurX Inc., EtQ LLC, Freshworks Inc., HappyFox Inc., Intelix Technologies (Industrial Scientific Corporation), MasterControl Inc., Quantivate LLC, Salesforce.com Inc., Sparta Systems Inc., Zendesk Inc. and Zoho Corporation Pvt. Ltd.

### Key Questions Answered in This Report

1. What was the size of the global complaint management software market in 2023?
2. What is the expected growth rate of the global complaint management software

market during 2024-2032?

3. What has been the impact of COVID-19 on the global complaint management software market?
4. What are the key factors driving the global complaint management software market?
5. What is the breakup of the global complaint management software market based on the type?
6. What is the breakup of the global complaint management software market based on the component?
7. What is the breakup of the global complaint management software market based on the deployment mode?
8. What is the breakup of the global complaint management software market based on the end-use industry?
9. What are the key regions in the global complaint management software market?
10. Who are the key players/companies in the global complaint management software market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL COMPLAINT MANAGEMENT SOFTWARE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

- 6.1 Integrated
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Stand-alone
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY COMPONENT**

### **7.1 Software**

#### **7.1.1 Market Trends**

#### **7.1.2 Market Forecast**

### **7.2 Services**

#### **7.2.1 Market Trends**

#### **7.2.2 Market Forecast**

## **8 MARKET BREAKUP BY DEPLOYMENT MODE**

### **8.1 Cloud-based**

#### **8.1.1 Market Trends**

#### **8.1.2 Market Forecast**

### **8.2 On-premises**

#### **8.2.1 Market Trends**

#### **8.2.2 Market Forecast**

## **9 MARKET BREAKUP BY END USE INDUSTRY**

### **9.1 Government and Public Sector**

#### **9.1.1 Market Trends**

#### **9.1.2 Market Forecast**

### **9.2 BFSI**

#### **9.2.1 Market Trends**

#### **9.2.2 Market Forecast**

### **9.3 Retail**

#### **9.3.1 Market Trends**

#### **9.3.2 Market Forecast**

### **9.4 IT and Telecom**

#### **9.4.1 Market Trends**

#### **9.4.2 Market Forecast**

### **9.5 Hospitality**

#### **9.5.1 Market Trends**

#### **9.5.2 Market Forecast**

### **9.6 Healthcare**

#### **9.6.1 Market Trends**

#### **9.6.2 Market Forecast**

### **9.7 Others**

9.7.1 Market Trends

9.7.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### **10.1 North America**

#### **10.1.1 United States**

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

#### **10.1.2 Canada**

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

### **10.2 Asia-Pacific**

#### **10.2.1 China**

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

#### **10.2.2 Japan**

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

#### **10.2.3 India**

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

#### **10.2.4 South Korea**

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

#### **10.2.5 Australia**

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

#### **10.2.6 Indonesia**

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

#### **10.2.7 Others**

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

### **10.3 Europe**

#### **10.3.1 Germany**

10.3.1.1 Market Trends

10.3.1.2 Market Forecast

#### **10.3.2 France**

- 10.3.2.1 Market Trends
- 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
  - 10.3.3.1 Market Trends
  - 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats



## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

### 13.1 Overview

### 13.2 Bargaining Power of Buyers

### 13.3 Bargaining Power of Suppliers

### 13.4 Degree of Competition

### 13.5 Threat of New Entrants

### 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

### 15.1 Market Structure

### 15.2 Key Players

### 15.3 Profiles of Key Players

#### 15.3.1 AssurX Inc.

##### 15.3.1.1 Company Overview

##### 15.3.1.2 Product Portfolio

#### 15.3.2 EtQ LLC

##### 15.3.2.1 Company Overview

##### 15.3.2.2 Product Portfolio

#### 15.3.3 Freshworks Inc.

##### 15.3.3.1 Company Overview

##### 15.3.3.2 Product Portfolio

##### 15.3.3.3 Financials

#### 15.3.4 HappyFox Inc.

##### 15.3.4.1 Company Overview

##### 15.3.4.2 Product Portfolio

#### 15.3.5 Intelx Technologies (Industrial Scientific Corporation)

##### 15.3.5.1 Company Overview

##### 15.3.5.2 Product Portfolio

#### 15.3.6 MasterControl Inc.

##### 15.3.6.1 Company Overview

##### 15.3.6.2 Product Portfolio

#### 15.3.7 Quantivate LLC

- 15.3.7.1 Company Overview
- 15.3.7.2 Product Portfolio
- 15.3.8 Salesforce.com Inc.
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
  - 15.3.8.3 Financials
  - 15.3.8.4 SWOT Analysis
- 15.3.9 Sparta Systems Inc.
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
- 15.3.10 Zendesk Inc.
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio
  - 15.3.10.3 Financials
- 15.3.11 Zoho Corporation Pvt. Ltd.
  - 15.3.11.1 Company Overview
  - 15.3.11.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Complaint Management Software Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Complaint Management Software Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Complaint Management Software Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 4: Global: Complaint Management Software Market Forecast: Breakup by Deployment Mode (in Million US\$), 2024-2032

Table 5: Global: Complaint Management Software Market Forecast: Breakup by End Use Industry (in Million US\$), 2024-2032

Table 6: Global: Complaint Management Software Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Complaint Management Software Market: Competitive Structure

Table 8: Global: Complaint Management Software Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Complaint Management Software Market: Major Drivers and Challenges

Figure 2: Global: Complaint Management Software Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Complaint Management Software Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Complaint Management Software Market: Breakup by Type (in %), 2023

Figure 5: Global: Complaint Management Software Market: Breakup by Component (in %), 2023

Figure 6: Global: Complaint Management Software Market: Breakup by Deployment Mode (in %), 2023

Figure 7: Global: Complaint Management Software Market: Breakup by End Use Industry (in %), 2023

Figure 8: Global: Complaint Management Software Market: Breakup by Region (in %), 2023

Figure 9: Global: Complaint Management Software (Integrated) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Complaint Management Software (Integrated) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Complaint Management Software (Stand-alone) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Complaint Management Software (Stand-alone) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Complaint Management Software (Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Complaint Management Software (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Complaint Management Software (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Complaint Management Software (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Complaint Management Software (Cloud-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Complaint Management Software (Cloud-based) Market Forecast:

Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Complaint Management Software (On-premises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Complaint Management Software (On-premises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Complaint Management Software (Government and Public Sector) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Complaint Management Software (Government and Public Sector) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Complaint Management Software (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Complaint Management Software (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Complaint Management Software (Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Complaint Management Software (Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Complaint Management Software (IT and Telecom) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Complaint Management Software (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Complaint Management Software (Hospitality) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Complaint Management Software (Hospitality) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Complaint Management Software (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Complaint Management Software (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Complaint Management Software (Other End Use Industries) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Complaint Management Software (Other End Use Industries) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: North America: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: North America: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: United States: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: United States: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Canada: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Canada: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Asia-Pacific: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Asia-Pacific: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: China: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: China: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Japan: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Japan: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: India: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: India: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: South Korea: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: South Korea: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Australia: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Australia: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Indonesia: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Indonesia: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Others: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Others: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Europe: Complaint Management Software Market: Sales Value (in Million

US\$), 2018 & 2023

Figure 58: Europe: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Germany: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Germany: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: France: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: France: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: United Kingdom: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: United Kingdom: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Italy: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Italy: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Spain: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Spain: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Russia: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Russia: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Others: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Others: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Latin America: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Latin America: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Brazil: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Brazil: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032



Figure 77: Mexico: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Mexico: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Others: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Others: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Middle East and Africa: Complaint Management Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Middle East and Africa: Complaint Management Software Market: Breakup by Country (in %), 2023

Figure 83: Middle East and Africa: Complaint Management Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Global: Complaint Management Software Industry: SWOT Analysis

Figure 85: Global: Complaint Management Software Industry: Value Chain Analysis

Figure 86: Global: Complaint Management Software Industry: Porter's Five Forces Analysis



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