

# Contact Center Software Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global contact center software market size reached US\$ 24.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 70.9 Billion by 2027, exhibiting a growth rate (CAGR) of 19.25% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Contact center software is a telecommunication system used by organizations to communicate with their customers and optimize inbound and outbound operations. It enables smooth interactions through numerous channels, including video, voice, live web chats, chatbot conversations, mobile applications and social media. The software also offers real-time call monitoring, analysis and reporting through a centralized platform. It is commonly available in on-premises, hosted and cloud-based or virtual variants and is widely used by uni- and multi-channel call centers. It is also highly cost-effective and provides enhanced visibility and operational control to the enterprises.

Significant growth in the telecommunications industry across the globe, along with the increasing requirement for business process automation solutions, is one of the key factors creating a positive outlook for the market. Furthermore, widespread product adoption across various industries, including healthcare, information technology (IT), retail, banking, financial services and insurance (BFSI), media and education, is providing a thrust to the market growth. Contact center software is extensively used for workforce optimization, virtual communications, interactive voice response, fraud management, reporting and analytics and maintaining network security. Additionally, various technological advancements, such as the integration of the Internet of Things

(IoT), artificial intelligence (AI), machine learning (ML), big data and cloud computing solutions, with the contact center software to cater to the dynamic consumer requirements, are contributing to the market growth. Other factors, including increasing utilization of call centers services by large- and medium-sized organizations, especially in the developing economies, along with extensive research and development (R&D) activities, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global contact center software market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, deployment mode, enterprise size and end use.

#### Breakup by Component:

##### Solution

Automatic Call Distribution (ACD)

Call Recording

Computer Telephony Integration (CTI)

Customer Collaboration

Dialer

Interactive Voice Responses (IVR)

Others

Service

Integration and Deployment

Support and Maintenance

Training and Consulting

Managed Services

#### Breakup by Deployment Mode:

On-premises

Cloud-based

#### Breakup by Enterprise Size:

Large Enterprise

Small and Medium Enterprise

### Breakup by End Use:

BFSI

Consumer Goods and Retail

Government

Healthcare

IT and Telecom

Travel and Hospitality

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 Aspect Software, Avaya Inc., Cisco Systems Inc., Enghouse Interactive Inc., Five9 Inc., Genesys, International Business Machines Corporation, NEC Corporation, Oracle Corporation, SAP SE and Unify Inc. (Atos SE).

#### Key Questions Answered in This Report:

How has the global contact center software market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global contact center software market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the deployment mode?

What is the breakup of the market based on the enterprise size?

What is the breakup of the market based on the end use?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global contact center software market and who are the key players?

What is the degree of competition in the industry?

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