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Customer Experience Management Software Market Report by Component (Solutions, Services), Touchpoint (Stores/Branches, Call Centers, Social Media Platform, Email, Mobile, Web Services, and Others), Deployment Mode (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium-sized Enterprises), Industries (Retail, BFSI, IT and Telecommunication, Healthcare, Media and Entertainment, Government Sector, and Others), and Region 2024-2032

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Abstracts

The global customer experience management software market size reached US$ 13,042.6 Million in 2023. Looking forward, IMARC Group expects the market to reach US$ 37,542.1 Million by 2032, exhibiting a growth rate (CAGR) of 12.2% during 2024-2032.

Customer experience management (CEM) software assists in tracking, reacting and monitoring customer reactions with a brand to meet expectations and improve their overall experience. It also aids in analyzing feedback and facilitates organizations with comprehensive insights that help take actions for favorable business outcomes. It stores all the information of customers with real-time updates that are easy to share with different teams. As a result, it finds extensive applications in retail, healthcare, media and entertainment (M&E), and banking, financial services and insurance (BFSI) sectors worldwide.

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Customer Experience Management Software Market Trends:
With the growing competitive market scenario, brands nowadays are adopting customer-centric approach strategies and considerably relying on customer feedback and experience to increase their profitability. They are also focusing on mergers and acquisitions (M&A), product launches, strategic developments, and partnerships and collaborations to influence their overall sales positively. Moreover, the flourishing e-commerce sector on account of the rising reliance on smartphones and convenience offered via online shopping websites like free home delivery and easy return policies is strengthening the growth of the market. Apart from this, the escalating demand for cloud-based CEM software around the world is bolstering the growth of the market. In addition, as customers are using multiple platforms like mobile apps, websites, and chats, there is a need for collecting customer reviews on a unified platform. This, coupled with the increasing applications of CEM software to determine and cater to the needs of the customers, is positively influencing the market. Besides this, rapid digitalization, increasing investments from venture capitalists, and the rising digital customer interactions across the globe are catalyzing the demand for CEM software solutions.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global customer experience 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 component, touchpoint, deployment mode, organization size and industries.

Breakup by Component:

Solutions
Services

Breakup by Touchpoint:

Stores/Branches
Call Centers
Social Media Platform
Email
Mobile
Web Services
Others

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Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Organization Size:

Large Enterprises
Small and Medium-sized Enterprises

Breakup by Industries:

Retail
BFSI
IT and Telecommunication
Healthcare
Media and Entertainment
Government Sector
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

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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 Adobe Inc., Avaya Inc., Clarabridge (Qualtrics International), International Business Machines Corporation, Medallia Inc., NICE Ltd., Oracle Corporation, Salesforce.com Inc., SAP SE, SAS Institute Inc., Tech Mahindra Limited, Verint Systems Inc. and Zendesk.

Key Questions Answered in This Report

1. What was the size of the global customer experience management software market in 2023?
2. What is the expected growth rate of the global customer experience management software market during 2024-2032?
3. What are the key factors driving the global customer experience management software market?
4. What has been the impact of COVID-19 on the global customer experience management software market?
5. What is the breakup of the global customer experience management software market based on the component?
6. What is the breakup of the global customer experience management software market based on the touchpoint?
7. What is the breakup of the global customer experience management software market based on the deployment mode?
8. What is the breakup of the global customer experience management software market based on the organization size?
9. What are the key regions in the global customer experience management software market?
10. Who are the key players/companies in the global customer experience management software market?

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