

Helpdesk Automation Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global helpdesk automation market size reached US\$ 6.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 33.7 Billion by 2028, exhibiting a growth rate (CAGR) of 32.1% during 2023-2028.

Helpdesk automation refers to automated customer support and ticket management solution that is used for resolving issues and queries of customers and internal staff. It is a crucial component of customer engagement centers (CECs) as it minimizes repetitive tasks and interactions for service agents, enables smart ticket assignment, automates follow-ups and streamlines organizational workflow. It replaces the level one (executive) support and low-value processes to minimize support costs and provide transparency, enhanced productivity and improved consumer experience.

Rapid industrialization, along with the growing demand for business process optimization across the globe, is one of the key factors driving the market growth. Helpdesk automation aids in automatically tracking the tickets generated, staff assignment, performance and customer feedback through notifications and dedicated dashboards. Furthermore, increasing utilization of artificial intelligence (AI) and machine learning (ML) across various industries is also providing a boost to the market growth. AI provides interactive conversational platforms, such as chatbots and virtual support agents that can directly address the customers' requirements. On the other hand, ML can assist in conducting predictive analytics for demand planning, incident management and workflow improvement. Significant growth in the information technology (IT) and e-commerce industries is also creating a positive outlook for the market. Helpdesk automation software can solve consumer's queries regarding the products, shipping fees and return policies and assist them in completing the purchase on online portals.

Other factors, including rapid urbanization, increasing integration with the Internet of Things (IoT) and cloud-based technologies and extensive research and development (R&D) activities, are projected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global helpdesk automation market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, deployment, organization type and vertical.

Breakup by Product Type:

- Incident Management Systems
- Knowledge-Based Systems
- Self-service Reset Password
- Others

Breakup by Deployment:

- Cloud Hosted
- On-premise

Breakup by Organization Type:

- Large Enterprises
- Small and Medium Enterprises

Breakup by Vertical:

- IT and Telecom
- BFSI
- Government
- Education
- Healthcare
- Manufacturing
- Automotive
- Retail
- 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 with some of the key players being Atlassian Pty Ltd., AXIOS SYSTEMS PLC, BMC Software, Inc., Broadcom, Inc., Ivanti, Inc., HappyFox Inc., Resolve Systems, LLC, ServiceNow, Inc., Sunrise Software Limited, SunView Software, and Vision Helpdesk, etc.

Key Questions Answered in This Report:

How has the global helpdesk automation market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global helpdesk automation market?

What is the breakup of the market based on the product type?

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

What is the breakup of the market based on the organization type?

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

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 helpdesk automation market and who are the key players?

What is the degree of competition in the industry?

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