

Speech Analytics Market Report by Type (Solution, Service), Deployment (On-premises, Cloud-based), Enterprise Size (Small and Medium Enterprises, Large Enterprises), End Use (BFSI, IT and Telecommunication, Retail, Healthcare, Government, Hospitality, and Others), and Region 2023-2028

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Abstracts

The global speech analytics market size reached US\$ 2.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6.9 Billion by 2028, exhibiting a growth rate (CAGR) of 21.0% during 2022-2028. The increasing demand for customer insights, advancements in artificial intelligence and natural language processing technologies, and the escalating need for enhanced customer experience and mitigating potential risks represent some of the key factors driving the market.

Speech analytics is a powerful tool that relies on artificial intelligence technology to analyze and extract useful information from spoken language. It involves the application of various linguistic, phonetic, and statistical methodologies to discern patterns and gain insights from voice data. The growing utilization of speech analytics in call center environments to identify emotions, detect compliance and risk, improve customer service, enhance operations, and drive strategic decision-making is supporting the market growth. Apart from this, by transforming unstructured audio data into structured data, speech analytics offers a valuable resource for improving customer satisfaction, enhancing employee performance, and identifying growth opportunities. Moreover, its capabilities extend beyond simple transcription, allowing for sentiment analysis, keyword spotting, and trend detection. As a result, business intelligence uses speech analytics to understand customers better and optimize operational efficiency.

The growing emphasis of organizations on improving customer experience as a means of differentiation is leading to the escalating demand for solutions like speech analytics

to provide valuable insights into customer behaviors and preferences. Additionally, the increasing need for compliance and risk management is encouraging companies to adopt technologies like speech analytics to ensure compliance and mitigate potential risks. Apart from this, with the increasing use of various communication channels, organizations are focusing on an omnichannel strategy to ensure a consistent and seamless customer experience. Furthermore, there is an exponential increase in data volume due to digital transformation initiatives across industries, which is driving the need for technologies like speech analytics to manage and gain insights from this data effectively. Moreover, the integration of artificial intelligence (AI), machine learning, and other advanced technologies is improving the efficacy and accuracy of speech analytics.

Speech Analytics Market Trends/Drivers:

Integration of advanced technologies

The integration of advanced technologies, such as artificial intelligence (AI) and machine learning (ML) into speech analytic solutions represents one of the key factors driving the market. Speech analytics software leverages these technologies to accurately interpret human language, identify emotions, and even predict customer behavior based on verbal and non-verbal cues. The evolution of AI and ML is enabling more sophisticated predictive capabilities, enhancing the business value derived from speech analytics. Furthermore, these technologies help analyze real-time conversations and offer immediate insights that businesses can use to improve customer interactions as they occur. Moreover, cloud-based speech analytics solutions offer scalability, flexibility, and cost-effectiveness and eliminate the need for businesses to invest in and manage extensive IT infrastructure, making speech analytics more accessible to organizations of all sizes.

Growing need for customer experience management

Presently, businesses are increasingly focusing on the adoption of speech analytics to understand and enhance the customer journey. Speech analytics provides in-depth insights into customer interactions, including pain points, preferences, and satisfaction levels. This understanding enables businesses to deliver targeted and personalized marketing messages, offers, and recommendations. The rising trend of using insights-driven strategies to improve customer experience is offering a favorable market outlook. Speech analytics enables businesses to identify recurring issues or complaints raised by customers in real time and allows companies to take required measures to address them. This proactive approach helps in resolving customer problems promptly, reducing customer dissatisfaction, and increasing customer loyalty.

Regulatory compliance

The increasing rigor of regulations across multiple industries is a significant factor driving the global speech analytics market. Certain sectors like finance, healthcare, and

telecommunications are heavily regulated, with stringent requirements for data security and privacy. In these industries, speech analytics tools are indispensable for maintaining compliance. For example, they help financial institutions comply with regulations such as the Dodd-Frank Act by enabling the monitoring and analysis of all customer communications. Similarly, in the healthcare sector, speech analytics can help ensure adherence to the health insurance portability and accountability act (HIPAA) by identifying instances of sensitive patient information being shared improperly.

Speech Analytics Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global speech analytics market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on type, deployment, enterprise size and end use.

Breakup by Type:

Solution

Service

Solution represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the type. This includes solution and service. According to the report, solution represented the largest segment.

The surge in the volume of data due to increased digitalization requires effective tools for data management and analysis. Speech analytics solutions aid in handling this increasing data volume and transforming it into actionable insights. Additionally, businesses are increasingly focusing on improving customer satisfaction, which is catalyzing the demand for speech analytics solutions. These solutions help companies understand customer behavior, identify trends, and spot issues, enabling them to deliver better customer experiences.

Service-based speech analytics refers to the array of services associated with the deployment, usage, support, and management of speech analytics solutions in an organization. They offer technical support and regular system checks that help businesses avoid downtime and resolve any issues promptly. Additionally, they provide necessary support during the implementation phase and ensure a smooth integration of speech analytics solutions into existing systems.

Breakup by Deployment:

On-premises

Cloud-based

On-premises accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the deployment. This includes on-premises and cloud-based. According to the report, on-premises represented the largest segment.

On-premises deployment refers to the installation and operation of speech analytics software within the premises of an organization. It involves the acquisition of hardware and software licenses and the responsibility for maintenance, security, and data management. There is a rise in the deployment of on-premises speech analytics across industries with strict data security and privacy regulations, such as finance, and healthcare for greater flexibility and control over their speech analytics environment. Apart from this, these speech analytics are increasingly used in small and medium-sized enterprises.

Breakup by Enterprise Size:

Small and Medium Enterprises

Large Enterprises

Small and medium enterprises (SMEs) represent the largest application segment in the market

The report has provided a detailed breakup and analysis of the market based on enterprise size. This includes small and medium enterprises and large enterprises. According to the report, small and medium enterprises hold the largest market segment. Speech analytics provides valuable insights into customer interactions, sentiments, and preferences, enabling SMEs to understand their customers better and tailor their products, services, and customer support accordingly. By leveraging speech analytics, SMEs can enhance customer satisfaction, loyalty, and gain a competitive edge in the market. SMEs often have limited resources and need to optimize their operations for maximum efficiency. Speech analytics helps SMEs streamline their customer interactions, identify process bottlenecks, and improve agent performance.

Breakup by End Use:

BFSI

IT and Telecommunication

Retail

Healthcare

Government

Hospitality

Others

BFSI holds the largest market share

The report has provided a detailed breakup and analysis of the market based on end use. This includes BFSI, IT and telecommunication, retail, healthcare, government, hospitality, and others. According to the report, BFSI accounted for the largest market share.

The increasing use of speech analytics in the BFSI sector helps in monitoring customer interactions to ensure adherence to regulations, such as the Dodd-Frank Act or the Payment Card Industry Data Security Standard (PCI DSS). Additionally, the BFSI sector

is highly customer-centric, and delivering exceptional customer experiences is a top priority. Speech analytics provides valuable insights into customer interactions, sentiments, and preferences, enabling organizations to understand customer needs and enhance service quality. Apart from this, fraud detection and prevention are paramount in the BFSI industry, and speech analytics tools can identify suspicious or fraudulent activities by analyzing customer conversations. Furthermore, speech analytics provides valuable data for market research and competitive analysis within the BFSI sector. This information enables BFSI institutions to identify new market opportunities, adapt their offerings, and stay ahead in a competitive landscape.

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

North America exhibits a clear dominance, accounting for the largest speech analytics market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany,

France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America represented the largest market.

The establishment of well-developed information technology (IT) and telecommunications infrastructure in North America represents one of the key factors favoring the market growth. Additionally, the presence of various leading global providers of speech analytics solutions in the region, coupled with their continuous efforts in product innovation and enhancement is contributing to the market growth. Apart from this, there is a rise in the use of speech analytics solutions across various industries, such as retail, banking, financial services, healthcare, and insurance, to improve customer experience, ensure compliance, and gain valuable business insights. Furthermore, the expansion of public and private organizations, along with the rising adoption of cloud-based solutions is positively influencing the market in the region.

Competitive Landscape:

Companies are investing in research and development (R&D) to enhance the capabilities of speech analytics solutions. They are incorporating advanced technologies, such as artificial intelligence (AI), machine learning (ML), natural language processing (NLP), and sentiment analysis to improve speech recognition accuracy, sentiment analysis, and predictive analytics capabilities. These advancements enable more precise analysis of customer conversations and deliver more valuable insights. They are also developing industry-specific speech analytics solutions tailored to the unique requirements of various sectors. For example, they are creating solutions designed specifically for the BFSI industry, healthcare sector, and contact centers. These industry-specific solutions incorporate specialized functionalities, compliance monitoring features, and integration capabilities with industry-specific systems to address the specific needs and regulatory requirements of each sector.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Almawave S.p.A.

ASC Technologies AG

Avaya

Calabrio, Inc.

CallMiner

Clarabridge

GemaTech

Genesys

inContact (NICE Systems)

OnviSource Inc.

OPEX Hosting

Verint System Inc.

Recent Developments:

In September 2021, CallMiner, a global leader of conversation analytics for business improvement, announced that the CallMiner Eureka Platform combined with Microsoft Azure Speech to Text is expected to deliver a powerful and unified solution.

In November 2022, Global CX Solutions provider Startek deployed Verint Speech Analytics to enable world-class experiences for customers.

Key Questions Answered in This Report:

How has the global speech analytics market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global speech analytics market?

What is the impact of each driver, restraint, and opportunity on the global speech analytics market?

What are the key regional markets?

Which countries represent the most attractive speech analytics market?

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

Which is the most attractive type in the speech analytics market?

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

Which is the most attractive deployment in the speech analytics market?

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