

SQM and CEM Market by Type (Enterprise Feedback Management, Web Analytics, Text Analytics, Speech Analytics), Application (Small and Medium Businesses, Larger Enterprises), and Region 2023-2028

<https://marketpublishers.com/r/S3370062B2CCEN.html>

Date: June 2023

Pages: 146

Price: US\$ 2,499.00 (Single User License)

ID: S3370062B2CCEN

Abstracts

The global SQM and CEM market size reached US\$ 4.42 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.28 Billion by 2028, exhibiting a growth rate (CAGR) of 8.6% during 2023-2028. The significant growth in the telecommunication industry, growing demand for cloud-based solutions, enhanced research and development (R&D) activities, and the utilization of artificial intelligence (AI) and machine learning (ML) algorithms represent some of the key factors driving the market.

Service quality management (SQM) and customer experience management (CEM) refer to technological solutions used by organizations to understand customer experience related to specific products and services. It involves the utilization of various tools and techniques, such as web analytics, enterprise feedback management (EFM) systems, customer journey mapping software, and emotional analytics tools. SQM and CEM are widely used by retailers, hotels, resorts, hospitals, clinics, banks, insurance companies, e-commerce platforms, software developers, and government agencies. They enhance operational efficiency, improve service delivery, increase customer satisfaction, ensure consistent quality, reduce human errors, and optimize resource allocations. SQM and CEM also assist in building a positive brand image, improving customer retention, increasing revenue, enabling better decision-making, and gaining competitive advantages. As a result, SQM and CEM find extensive applications across the automotive, telecommunication, healthcare, hospitality, and banking, financial services, and insurance (BFSI) industries.

SQM and CEM Market Trends:

The significant growth in the telecommunication industry is one of the primary factors propelling the market growth. SQM and CEM are widely used by telecom service providers to monitor and measure network performance, provide personalized recommendations, optimize customer journeys, improve billing and payment processes, enhance self-servicing options, and implement proactive customer support mechanisms. Furthermore, the widespread utilization of SQM and CEM to improve services, promote customer-centric culture, offer relevant communications, and provide seamless multi-channel experience, is positively influencing the market growth. Apart from this, the growing demand for cloud-based solutions that are cost-effective, scalable, provide remote access, ensure better collaboration, and offer enhanced data security is favoring the market growth. Additionally, the utilization of artificial intelligence (AI) and machine learning (ML) algorithms to automate processes, provide instant support, personalize customer experiences, and derive actionable insights from large volumes of customer data is positively influencing the market growth. Apart from this, the rising number of digital channels, such as websites, mobile applications, and social media, is facilitating the demand for SQM and CEM to ensure seamless digital engagement and deliver consistent experiences across various channels. Other factors, including rapid globalization activities, increasing demand for data-driven decision-making, and the growing emphasis on customer retention among organizations, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global SQM and CEM market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type and application.

Type Insights:

Enterprise Feedback Management

Web Analytics

Text Analytics

Speech Analytics

The report has provided a detailed breakup and analysis of the SQM and CEM market based on the type. This includes enterprise feedback management, web analytics, text analytics, and speech analytics. According to the report, enterprise feedback management represented the largest segment.

Application Insights:

Small and Medium Businesses

Larger Enterprises

A detailed breakup and analysis of the SQM and CEM market based on the application has also been provided in the report. This includes small and medium businesses and large enterprises.

Regional Insights:

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

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

SQM and CEM Market by Type (Enterprise Feedback Management, Web Analytics, Text Analytics, Speech Analytics),...

(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 was the largest market for SQM and CEM. Some of the factors driving the North America SQM and CEM market included rapid globalization activities, increasing emphasis on customer-centric approaches, and various technological advancements.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global SQM and CEM market. Detailed profiles of all major companies have been provided. Some of the companies covered include Adobe Inc., Amdocs, eGain Corporation, Medallia Inc., Microsoft Corporation, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

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

What are the drivers, restraints, and opportunities in the global SQM and CEM market?

What is the impact of each driver, restraint, and opportunity on the global SQM and CEM market?

What are the key regional markets?

Which countries represent the most attractive SQM and CEM market?

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

Which is the most attractive type in the SQM and CEM market?

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

Which is the most attractive application in the SQM and CEM market?

What is the competitive structure of the global SQM and CEM market?

Who are the key players/companies in the global SQM and CEM 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 SQM AND CEM 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 Enterprise Feedback Management
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Web Analytics
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Text Analytics

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Speech Analytics
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 Small and Medium Businesses
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Large Enterprises
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends
 - 8.2.3.2 Market Forecast
 - 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
 - 8.2.5 Australia
 - 8.2.5.1 Market Trends

- 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast
 - 8.4.2 Mexico
 - 8.4.2.1 Market Trends
 - 8.4.2.2 Market Forecast
 - 8.4.3 Others
 - 8.4.3.1 Market Trends
 - 8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

9.1 Overview

9.2 Drivers

9.3 Restraints

9.4 Opportunities

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Adobe Inc.

13.3.1.1 Company Overview

13.3.1.2 Product Portfolio

13.3.1.3 Financials

13.3.1.4 SWOT Analysis

13.3.2 Amdocs

13.3.2.1 Company Overview

13.3.2.2 Product Portfolio

13.3.2.3 Financials

13.3.3 eGain Corporation

13.3.3.1 Company Overview

13.3.3.2 Product Portfolio

13.3.3.3 Financials

13.3.4 Medallia Inc.

13.3.4.1 Company Overview

13.3.4.2 Product Portfolio

13.3.5 Microsoft Corporation

13.3.5.1 Company Overview

13.3.5.2 Product Portfolio

13.3.5.3 Financials

13.3.5.4 SWOT Analysis Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: SQM and CEM Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: SQM and CEM Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: SQM and CEM Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: SQM and CEM Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: SQM and CEM Market: Competitive Structure

Table 6: Global: SQM and CEM Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: SQM and CEM Market: Major Drivers and Challenges

Figure 2: Global: SQM and CEM Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: SQM and CEM Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: SQM and CEM Market: Breakup by Type (in %), 2022

Figure 5: Global: SQM and CEM Market: Breakup by Application (in %), 2022

Figure 6: Global: SQM and CEM Market: Breakup by Region (in %), 2022

Figure 7: Global: SQM and CEM (Enterprise Feedback Management) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: SQM and CEM (Enterprise Feedback Management) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: SQM and CEM (Web Analytics) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: SQM and CEM (Web Analytics) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: SQM and CEM (Text Analytics) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: SQM and CEM (Text Analytics) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: SQM and CEM (Speech Analytics) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: SQM and CEM (Speech Analytics) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: SQM and CEM (Small and Medium Businesses) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: SQM and CEM (Small and Medium Businesses) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: SQM and CEM (Large Enterprises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: SQM and CEM (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: North America: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: North America: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: United States: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: United States: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Canada: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Canada: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Asia-Pacific: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Asia-Pacific: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: China: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: China: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Japan: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Japan: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: India: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: India: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: South Korea: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: South Korea: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Australia: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Australia: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Indonesia: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Indonesia: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Others: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Others: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Europe: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Europe: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Germany: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Germany: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: France: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: France: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: United Kingdom: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: United Kingdom: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Italy: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Italy: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Spain: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Spain: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Russia: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Russia: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Others: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Others: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Latin America: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Latin America: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Brazil: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Brazil: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Mexico: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Mexico: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Others: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Others: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Middle East and Africa: SQM and CEM Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Middle East and Africa: SQM and CEM Market: Breakup by Country (in %), 2022

Figure 67: Middle East and Africa: SQM and CEM Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Global: SQM and CEM Industry: Drivers, Restraints, and Opportunities

Figure 69: Global: SQM and CEM Industry: Value Chain Analysis

Figure 70: Global: SQM and CEM Industry: Porter's Five Forces Analysis

I would like to order

Product name: SQM and CEM Market by Type (Enterprise Feedback Management, Web Analytics, Text Analytics, Speech Analytics), Application (Small and Medium Businesses, Larger Enterprises), and Region 2023-2028

Product link: <https://marketpublishers.com/r/S3370062B2CCEN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S3370062B2CCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970