

Cloud-Based Contact Center Market based on by Solution (Automatic Call Distribution, and Agent Performance Optimization), by Application (Workforce Optimization, and Data Integration & Recording), by Vertical (BFSI, IT & Telecom, Media and Entertainment, Retail, Consumer, Logistics and Transport, Healthcare, and Others), Regional Outlook– Global Forecast up to 2030

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Abstracts

The present investigation entailed a comprehensive use of secondary sources, directories, and databases, including D&B Hoovers, Factiva, and Bloomberg Businessweek, to ascertain and gather pertinent data for the technical, market-driven, and commercial analysis of the cloud-based contact center industry. In addition, a few additional market-related sources were taken into consideration during the thorough secondary research, including white papers, ResearchGate, Uptime Institute journals, and Springer. Preferable system developers, service providers, system integrators, resellers, partners, standards and certification organizations from businesses and organizations connected to the various segments of this industry's value chain were the primary sources, along with industry experts from the core and related industries. Key industry participants, subject matter experts, C-level executives of the major market players, and industry consultants were among the numerous primary respondents with whom in-depth interviews were held in order to gather and validate crucial qualitative and quantitative data as well as evaluate the future. The market has been predicted through an analysis of the key drivers, including the growing requirement to effectively manage cloud security and performance and the growing adoption of numerous clouds.

To gather qualitative and quantitative market data, a range of primary sources from the supply and demand sides were questioned during the primary research process. Key opinion leaders, cloud-based contact center solution vendors, System Integrators (Sis), service providers, industry associations, and chief experience officers (CXOs), vice presidents (VPs), directors, and related key executives from business development, marketing, and product development/innovation teams were among the primary sources from the supply side. Insights from primary interviews, market statistics, revenue information from the solutions and services, market segmentation, market size estimates, market forecasting, and data triangulation were gathered. Understanding the numerous trends pertaining to technologies, deployments, and geographies was also aided by primary research. In order to understand the buyer's perspective on suppliers, products, service providers, and their current usage of cloud-based contact center solutions and services that would affect the cloud-based contact center market as a whole, interviews were conducted with demand side stakeholders, including Chief Information Officers (CIOs), Chief Technology Officers (CTOs), Chief Security Officers (CSOs), and installation teams of governments/end users using cloud-based contact center solutions.

The segmentation coverage of the study is provided below.

Cloud-Based Contact Center Market based on Solution:

Automatic Call Distribution

Agent Performance Optimization

Cloud-Based Contact Center Market based on Vertical:

BFSI

IT & Telecom

Media and Entertainment

Retail

Consumer

Logistics and Transport

Healthcare

Others

Cloud-Based Contact Center Market based on Application:

Workforce Optimization

Data Integration & Recording

Cloud-Based Contact Center Market based on Geography:

North America

US

Canada

Europe

Germany

UK

France

Italy

Spain

Rest of Europe (RoE)

Asia Pacific (APAC)

China

Japan

India

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America (LATAM)

Brazil

Argentina

Rest of South America

Middle East and Africa (MEA)

UAE

Turkey

Saudi Arabia

South Africa

Rest of Middle East & Africa

Over the course of the forecast period, the services category is anticipated to increase at a faster rate. Contact center services based on Clou include training, support, and maintenance in addition to consultation, implementation, and integration. An essential component of a cloud-based contact center solution's operation is the services section. The need for services like maintenance, support, and training is predicted to rise as cloud-based contact center systems become more widely deployed.

The area known as Banking, Financial Services, and Insurance, or BFSI, is thought to hold the biggest market share in terms of vertical. Cloud-based contact center solutions enable BFSI companies to mine client data, including website and transactional activity across banking and financial services, customer inquiries across various channels, and in-depth understanding of customer categories that are prioritized. Contact center representatives can improve customer experiences by using cloud-based solutions to resolve calls more quickly and with higher quality.

Throughout the projection period, the Asia Pacific region is expected to grow at the fastest rate. Asia Pacific is embracing digitization more and more for a number of organizational activities across a range of industries. The economies of the area include those of ANZ, Indonesia, China, Japan, India, and the rest of Asia Pacific. Many SMEs may be found in the countries in this region, but their ability to adopt cutting-edge communication technology is limited by the significant upfront costs associated with the implementation of on-premises solutions. The need for flexible, scalable, and "pay-per-usage" cloud infrastructure is therefore very strong in the area. Additionally, businesses in the area are still concentrating on enhancing their client services in order to get a competitive edge and boost sales. This forces businesses to look into hosted and cloud alternatives as an alternative to systems that are located on-site. As a result, it is anticipated that Asia Pacific businesses will adopt cloud-based contact center solutions and services primarily due to the growing usage of cloud technologies and the desire to enhance client services.

A review of major providers of cloud-based contact center services and solutions is included in the research. NICE (Israel), Genesys (US), Five9 (US), Vonage (US), Talkdesk (US), 8x8 (US), Cisco (US), Avaya (US), Serenova (US), and Content Guru (US) are some of the leading suppliers in the market.

This report illustrates the most vital attributes of the Cloud-Based Contact Center Market, which are driving and providing opportunities.

This research gives an in-depth analysis of the Cloud-Based Contact Center Market growth on the basis of several segments in the market.

This report presents the predictions of the past and present trends of the Cloud-Based Contact Center Market.

This study also presents the competitive analysis, such as key strategies and capabilities of major players of the Cloud-Based Contact Center Market.

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