

Digital Customer Experience and Service Automation (DXE) Market

<https://marketpublishers.com/r/D1B5BC32CE8EN.html>

Date: November 2018

Pages: 84

Price: US\$ 3,500.00 (Single User License)

ID: D1B5BC32CE8EN

Abstracts

Digital Customer Experience and Service Automation (DXE) Market: Global Drivers, Restraints, Opportunities, Trends, and Forecast up to 2023

Overview:

Digital customer experience and service automation (DXE) is defined as the entire ecosystem that comprises the digital transformational components, which are elusive for the enablement of an optimal and cohesive digital service delivery. As real-time and efficient customer support is becoming a key mantra to success for any business entity, it is evident that most of the leading companies will have superior customer experience platforms within the next decade, with more than 90% of the CXOs of major organizations contemplating a significant enhancement in the overall customer experience delivered by the end of 2018.

With mounting pressure to address a huge number of requests (customer grievances/concerns) with varying levels of complexities, it becomes quite intriguing to turnaround within a short-stipulated timeframe. Evidently, digital innovations that include the use of intelligent bots to address and prioritize customer requests for optimal service delivery could bolster a new age trend in digital evolution.

Thus, this study covers both frontend digital platforms used by customers and the backend tools used internally for an enhanced omnichannel digital customer experience, to touch base on all the key aspects from the entire customer journey.

Market Analysis

According to Infoholic Research, the digital customer experience and service automation (DXE) market scope covered here in this study presents a huge market opportunity with a projected market size of \$179 billion by 2023, growing at a CAGR of almost 29% during the forecast period. Increasing digital platforms and need to optimize the customer journey to maintain a competitive edge in the market are the key factors driving the market.

Market Segmentation Analysis

The report provides a wide-ranging evaluation of the market. It provides in-depth qualitative insights, historical data, and supportable projections and assumptions about the market size. The projections featured in the report have been derived using proven research methodologies and assumptions based on the vendor's portfolio, blogs, whitepapers, and vendor presentations. Thus, the research report represents every side of the market and is segmented based on regional markets, offerings, and application areas across diverse end-use verticals.

Competitive Analysis

The report covers and analyzes the key vendors in the digital customer experience and service automation (DXE) market. The various organic as well as inorganic growth strategies like mergers & acquisitions, collaboration & partnerships, joint ventures, and few other strategies have been analyzed to establish their relevance to the market.

The report contains an in-depth analysis of the vendors profile, including recent developments and key product offerings that are pertinent to the market. The prominent vendors profiled in the study include Adobe, Salesforce, IBM, Oracle, SAP, Sitecore, and Episerver. There are numerous other vendors that have been studied based on the portfolio, geographical presence, marketing & distribution channels, revenue generation, and significant investments in R&D, for analysis of the entire ecosystem.

The report also includes the complete insight of the industry and aims to provide an opportunity for the emerging and established players to understand the market trends, current scenario, initiatives taken by the government, and the latest technologies related to the market. In addition, it helps the venture capitalists in understanding the companies better and to take informed decisions.

Regional Analysis

Even with a positive foundation in the North American region, inundated with the highest number of technology innovators and market disruptors, it has not directly translated to significantly high formal enterprise level strategic implementations. A large number of organizations in the region are still lagging behind their counterparts in some of the nations across APAC and Europe, with over 20% organizations still besieged in the planning phase and almost 25% with digital strategies started in siloes. Overall, the study is split into 4 major regions including North America, Europe-Middle East & Africa (EMEA), Asia Pacific (APAC), and Latin America, among which EMEA is expected to present the highest market share in terms of investment value over the entire forecast period.

Benefits

The report provides an in-depth analysis of the digital customer experience and service automation (DXE) market. The increasingly competitive market environment with widespread digital transformation initiatives represents attractive opportunities for all prominent key stakeholders in the market including service providers, OEMs, and digital software platform providers. The DXE offerings aim at creating seamless customer engagement and reduce operational silos, thereby creating a congenial and sustainable business environment. This report is directed to address opportunities for almost all key stakeholders including

Application developers and solution vendors

System integrators and resellers

Professional training providers

Managed service providers

OEM vendors

IT governance consultants, auditors, and manager

End-users – consumers/enterprise users

Available Customization Options

The following customization options are available for this report:

Trends in other application areas: manufacturing, education, energy & utilities, media & entertainment, etc.

Country-specific trends and market analysis

Additional company profiles

Apart from this, with the existing market analysis, Infoholic Research can also offer a wide array of custom-tailored studies as per the company's specific needs.

Contents

1 REPORT OUTLINE

- 1.1 Research Objective
- 1.2 Market Definition and Scope
- 1.3 Report Assumptions and Methodology

2 MARKET SNAPSHOT

- 2.1 Executive Summary
- 2.2 Related Markets
 - 2.2.1 Digital Transformation
 - 2.2.2 Artificial Intelligence

3 MARKET OUTLOOK

- 3.1 Market Evolution
- 3.2 Market Trends and Impact
- 3.3 Market Dynamics
 - 3.3.1 Drivers
 - 3.3.1.1 Increasing number of digital platforms
 - 3.3.1.2 Need for optimum customer journey
 - 3.3.2 Restraints
 - 3.3.2.1 Disillusioned existing omni-channel strategies
 - 3.3.2.2 Data security and privacy concern
 - 3.3.3 Opportunities
 - 3.3.3.1 Account-based marketing
 - 3.3.3.2 Robust and efficient business processes
 - 3.3.4 DRO – Impact Analysis

4 MARKET CHARACTERISTICS

- 4.1 Innovation Spotlight
- 4.2 Best Practices and Regulations

5 COMPONENTS: MARKET SIZE & ANALYSIS

- 5.1 Overview

5.2 DXE Ecosystem and Key Trends

6 TOOLS: MARKET SIZE & ANALYSIS

6.1 Overview

6.2 Software

6.2.1 Customer Intelligence

6.2.2 Data Governance

6.2.3 Process Automation

6.2.4 Intelligent Apps and Recommendation Engine

6.2.5 Others

6.3 Hardware

6.3.1 Camera

6.3.2 Sensor Unit

6.3.3 Smart Digital Display

6.3.4 Others

7 SERVICES: MARKET SIZE & ANALYSIS

7.1 Overview

7.2 Training and Consulting

7.3 Support and Maintenance

7.4 Deployment and Integration

8 APPLICATION AREA: MARKET SIZE & ANALYSIS

8.1 Overview

8.2 Retail

8.2.1 Personalized Marketing

8.2.2 Pricing Optimization

8.2.3 Fraud Detection and Risk Assessment

8.3 Transportation and Logistics

8.3.1 Demand Responsive Transport

8.3.2 Automated Emergency and Incident Management

8.3.3 Driver and Passenger Assistance

8.4 BFSI

8.4.1 Personalised Recommendation

8.4.2 Fraud Detection and Risk Assessment

8.4.3 Digital Assistance

8.5 Telecom

8.5.1 Personalized Services

8.5.2 Risk Assessment

8.6 Healthcare

8.6.1 Personalized Patient Monitoring and Treatment

8.6.2 Digital Assistance

8.6.3 Medical Records Management and Security

9 REGIONS

9.1 Overview

9.2 North America

9.2.1 North America: DXE market overview

9.2.2 Market Analysis

9.2.2.1 North America DXE market analysis by components

9.2.2.1.1 Software

9.2.2.1.2 Hardware

9.2.2.1.3 Services

9.2.2.2 North America DXE market analysis by application areas

9.3 Europe, Middle East, and Africa (EMEA)

9.3.1 EMEA: DXE market overview

9.3.1.1 Europe: DXE market overview

9.3.1.2 Rest of EMEA: DXE market overview

9.3.2 Market Analysis

9.3.2.1 EMEA DXE market analysis by components

9.3.2.1.1 Software

9.3.2.1.2 Hardware

9.3.2.1.3 Services

9.3.2.2 EMEA DXE market analysis by application areas

9.4 Asia Pacific (APAC)

9.4.1 APAC: DXE market overview

9.4.1.1 APAC: DXE market overview

9.4.2 Market Analysis

9.4.2.1 APAC DXE market analysis by components

9.4.2.1.1 Software

9.4.2.1.2 Hardware

9.4.2.1.3 Services

9.4.2.2 APAC DXE market analysis by application areas

10 COMPETITIVE LANDSCAPE

11 COMPANIES TO WATCH FOR

11.1 Adobe

11.1.1 Overview

11.1.2 Geographic Presence

11.1.3 Offerings

11.1.4 Recent Developments

11.2 Salesforce

11.2.1 Overview

11.2.2 Geographic Presence

11.2.3 Offerings

11.2.4 Recent Developments

11.3 IBM

11.3.1 Overview

11.3.2 Geographic Presence

11.3.3 Offerings

11.3.4 Recent Developments

11.4 Oracle

11.4.1 Overview

11.4.2 Geographic Presence

11.4.3 Offerings

11.4.4 Recent Developments

11.5 SAP

11.5.1 Overview

11.5.2 Geographic Presence

11.5.3 Offerings

11.5.4 Recent Developments

12 KEY INNOVATORS

12.1 Sitecore

12.1.1 Overview

12.1.2 Offerings

12.2 Episerver

12.2.1 Overview

12.2.2 Offerings

13 ANNEXURE

13.1 Acronyms

13.2 Additional Available Customizations

List Of Tables

LIST OF TABLES

Table 1 DXE AND SERVICE AUTOMATION MARKET SIZE BY TOOLS, 2016-2023 (\$ BILLION)

Table 2 DXE MARKET SIZE BY SOFTWARE TOOL, 2016-2023 (\$ BILLION)

Table 3 DXE MARKET SIZE BY SERVICES, 2016-2023 (\$ BILLION)

Table 4 DXE MARKET SIZE BY APPLICATION AREA, 2016-2023 (\$ BILLION)

Table 5 DXE MARKET SIZE BY REGIONS, 2016–2023 (\$ BILLION)

Table 6 NORTH AMERICA: DXE MARKET SIZE BY COMPONENTS 2016-2023 (\$ BILLION)

Table 7 NORTH AMERICA: DXE MARKET SIZE BY SOFTWARE TOOLS 2016-2023 (\$ BILLION)

Table 8 NORTH AMERICA: DXE MARKET SIZE BY SERVICES 2016-2023 (\$ BILLION)

Table 9 NORTH AMERICA: DXE MARKET SIZE BY APPLICATION AREA 2017-2023 (\$ BILLION)

Table 10 EMEA: DXE MARKET SIZE BY COMPONENTS 2016-2023 (\$ BILLION)

Table 11 EMEA: DXE MARKET SIZE BY SOFTWARE TOOLS 2016-2023 (\$ BILLION)

Table 12 EMEA: DXE MARKET SIZE BY SERVICES 2016-2023 (\$ BILLION)

Table 13 EMEA: DXE MARKET SIZE BY APPLICATION AREA 2017-2023 (\$ BILLION)

Table 14 APAC: DXE MARKET SIZE BY COMPONENTS 2016-2023 (\$ BILLION)

Table 15 APAC: DXE MARKET SIZE BY SOFTWARE TOOLS 2016-2023 (\$ BILLION)

Table 16 APAC: DXE MARKET SIZE BY SERVICES 2016-2023 (\$ BILLION)

Table 17 APAC: DXE MARKET SIZE BY APPLICATION AREA 2017-2023 (\$ BILLION)

Table 18 KEY COMPETENCIES: COMPANIES TO WATCH FOR IN DXE MARKET

Table 19 ADOBE: SNAPSHOT (2017)

Table 20 SALESFORCE: SNAPSHOT

Table 21 IBM: SNAPSHOT (2017)

Table 22 ORACLE: SNAPSHOT

Table 23 SAP: SNAPSHOT

Table 24 SITECORE: SNAPSHOT

Table 25 EPISERVER: SNAPSHOT

List Of Charts

LIST OF CHARTS

Chart 1 DXE MARKET SEGMENTATION

Chart 2 RESEARCH METHODOLOGY

Chart 3 DXE MARKET SIZE, 2016-2023 (\$ BILLION)

Chart 4 DXE MARKET EVOLUTION

Chart 5 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES

Chart 6 DRO - IMPACT ANALYSIS OF DXE MARKET

Chart 8 ECOSYSTEM OF DIGITAL CUSTOMER EXPERIENCE AND SERVICE AUTOMATION

Chart 9 DXE MARKET SHARE BY COMPONENTS 2016-2023

Chart 10 DXE MARKET SIZE BY TOOLS 2016-2023 (\$ BILLION)

Chart 11 DXE SOFTWARE TOOLS MARKET SHARE (2018-2023)

Chart 12 DXE: CUSTOMER INTELLIGENCE MARKET SIZE 2016-2023, (\$ BILLION)

Chart 13 DXE: DATA GOVERNANCE MARKET SIZE 2016-2023, (\$ BILLION)

Chart 14 DXE: PROCESS AUTOMATION MARKET SIZE 2016-2023, (\$ BILLION)

Chart 15 DXE: INTELLIGENT APPS MARKET SIZE 2016-2023, (\$ BILLION)

Chart 16 DXE: OTHERS MARKET SIZE 2016-2023, (\$ BILLION)

Chart 17 DXE HARDWARE MARKET SHARE BY KEY HARDWARE TOOLS (2017)

Chart 18 DXE MARKET SIZE BY HARDWARE COMPONENTS, 2018–2023 (\$ BILLION)

Chart 19 DXE MARKET SHARE BY SERVICES (2018 AND 2023)

Chart 20 DXE: TRAINING AND CONSULTING MARKET SIZE, 2016-2023 (\$ BILLION)

Chart 21 DXE: SUPPORT AND MAINTENANCE MARKET SIZE, 2016-2023 (\$ BILLION)

Chart 22 DXE: DEPLOYMENT AND INTEGRATION MARKET SIZE, 2016-2023 (\$ BILLION)

Chart 23 DXE MARKET SHARE BY APPLICATION AREA (2018 AND 2023)

Chart 24 DXE: RETAIL APPLICATION MARKET SIZE, 2016–2023 (\$ BILLION)

Chart 25 DXE: RETAIL APPLICATION AREAS MARKET POTENTIAL IN 2018

Chart 26 DXE: TRANSPORTATION APPLICATION MARKET SIZE, 2016–2023 (\$ BILLION)

Chart 27 DXE: TRANSPORTATION APPLICATION AREAS MARKET POTENTIAL IN 2018

Chart 28 DXE: BFSI APPLICATION MARKET SIZE, 2016–2023 (\$ BILLION)

Chart 29 DXE: TELECOM APPLICATION MARKET SIZE, 2016–2023 (\$ BILLION)

Chart 30 DXE: HEALTHCARE APPLICATION MARKET SIZE, 2016 AND 2023 (\$

BILLION)

Chart 31 DXE MARKET SHARE (2018 AND 2023) BY REGIONS

Chart 32 KEY INSIGHTS

Chart 33 NORTH AMERICA: DXE MARKET SIZE, 2016-2023 (\$ BILLION)

Chart 34 NORTH AMERICA: DXE SOFTWARE TOOLS MARKET SHARE (2018-2023)

Chart 35 NORTH AMERICA: DXE HARDWARE MARKET SHARE BY KEY
HARDWARE TOOLS (2017)

Chart 36 NORTH AMERICA: DXE SERVICES MARKET SHARE (2018-2023)

Chart 37 NORTH AMERICA: DXE APPLICATION AREAS MARKET SIZE (2016-2023)

Chart 38 KEY INSIGHTS OF EUROPE DXE MARKET

Chart 39 EMEA: DXE MARKET SIZE, 2016-2023 (\$ BILLION)

Chart 40 EMEA: DXE SOFTWARE TOOLS MARKET SHARE (2018-2023)

Chart 41 EMEA: DXE HARDWARE MARKET SHARE BY KEY HARDWARE TOOLS
(2017)

Chart 42 EMEA: DXE SERVICES MARKET SHARE (2018-2023)

Chart 43 EMEA: DXE APPLICATION AREAS MARKET SIZE (2016-2023)

Chart 44 KEY INSIGHTS OF APAC DXE MARKET

Chart 45 APAC: DXE MARKET SIZE, 2016-2023 (\$ BILLION)

Chart 46 APAC: DXE SOFTWARE TOOLS MARKET SHARE (2018-2023)

Chart 47 APAC: DXE HARDWARE MARKET SHARE BY KEY HARDWARE TOOLS
(2017)

Chart 48 APAC: DXE SERVICES MARKET SHARE (2018-2023)

Chart 49 APAC: DXE APPLICATION AREAS MARKET SIZE (2016-2023)

Chart 50 ADOBE: GEOGRAPHIC PRESENCE (OVERALL BUSINESS REVENUE
SPLIT)

Chart 51 SALESFORCE: GEOGRAPHIC PRESENCE (OVERALL BUSINESS
REVENUE SPLIT)

Chart 52 IBM: GEOGRAPHIC PRESENCE (OVERALL BUSINESS REVENUE SPLIT)

Chart 53 ORACLE: GEOGRAPHIC PRESENCE (OVERALL BUSINESS REVENUE
SPLIT)

Chart 54 SAP: GEOGRAPHIC PRESENCE (OVERALL BUSINESS REVENUE SPLIT)

I would like to order

Product name: Digital Customer Experience and Service Automation (DXE) Market

Product link: <https://marketpublishers.com/r/D1B5BC32CE8EN.html>

Price: US\$ 3,500.00 (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/D1B5BC32CE8EN.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