

Asia Pacific Contact Center Transformation Market By Component (Software and Services), By Deployment Type (On-premise and Cloud), By Organization Size (Large Enterprises and Small & Medium Enterprises), By End User (BFSI, Retail & Consumer Goods, Government & Defense, Travel & Hospitality, Healthcare & Life Sciences, Telecom & IT and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Contact Center Transformation Market would witness market growth of 19.2% CAGR during the forecast period (2020-2026).

The increasing trend of corporate image tracking on social networking platforms is projected to accelerate the acceptance of business transformation contact center solutions. Businesses are now transforming their activities to support customers via social media channels. This social media channel support provided by companies allows consumers to make purchase decisions.

Actionable insights from information collected from contact centers are urgently required. Contact center automation approaches are empowering companies to drive sales and offering actionable perspectives for better customer experience. In addition, these tools also assist businesses in forecasting demand volumes and scheduling qualified call-handling agents.

Numerous end-use industries depend on implementing host or cloud-based

technologies due to numerous advantages it provides, such as faster deployment, enhanced flexibility and increased scalability. The segment of small and medium-sized companies is projected to emerge as the segment with fastest growth. Increasing adoption by small and medium-sized businesses of cloud-based applications enables them to bring their different business resources together to create one powerful platform. This, in turn, greatly allows small and medium-sized businesses to improve their efficiency and profitability.

By providing improved user experience, the consumer goods and retail industry focuses on adopting innovative business models to meet customer needs. Consumer goods and retail contact centers provide consumers with various convenient means of communication and customized services, thereby fueling competition in the market. Increasing numbers of small and medium-sized enterprises coupled with technological developments in Asia Pacific are expected to generate growth opportunities for the region's demand for contact center transformation.

Based on Component, the market is segmented into Software and Services. Software market is further bifurcated across Workforce Engagement, Real Time Reporting & Analytics, Social Media Analytics, Visual Network Analytics & Omnichannel Routing, Voice Biometrics and Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on End User, the market is segmented into BFSI, Retail & Consumer Goods, Government & Defense, Travel & Hospitality, Healthcare & Life Sciences, Telecom & IT and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include AT&T, Inc., Cisco Systems, Inc., Microsoft Corporation (Metaswitch Networks), RingCentral, Inc., SAP SE, Five9, Inc., AGC Networks Ltd., Talkdesk, Inc., Genesys Telecommunications Laboratories, Inc., and Aculab PLC.

Scope of the Study

Market Segmentation:

By Component

Software

Workforce Engagement

Real Time Reporting & Analytics

Social Media Analytics

Visual Network Analytics & Omnichannel Routing

Voice Biometrics

Others

Services

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

By End User

BFSI

Retail & Consumer Goods

Government & Defense

Travel & Hospitality

Healthcare & Life Sciences

Telecom & IT

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

AT&T, Inc.

Cisco Systems, Inc.

Microsoft Corporation (Metaswitch Networks)

RingCentral, Inc.

SAP SE

Five9, Inc.

AGC Networks Ltd.

Talkdesk, Inc.

Genesys Telecommunications Laboratories, Inc.

Aculab PLC

Unique Offerings from KBV Research

Exhaustive coverage

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Subscription based model available

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