

Asia Pacific Customer Analytics Market By
Component (Solution and Services) By Type (Brand &
Campaign Management, Customer Behavioral
Analysis & Churn Management and Product
Management & Others) By Deployment Type (Onpremise and Cloud) By Data Source (Web,
Smartphone, Email, Social Media, Store & Call Center
and Others) By Industry Vertical (BFSI, IT & Telecom,
Healthcare, Retail & eCommerce, Government &
Defense, Media & Entertainment, Manufacturing and
Others) By Country, Industry Analysis and Forecast,
2020 - 2026

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Abstracts

The Asia Pacific Customer Analytics Market would witness market growth of 21.5% CAGR during the forecast period (2020-2026).

To evaluate customer experience that is also referred to as customer journey, an analytical method called customer journey analytics is related. The tool contains information that is compiled to demonstrate how a consumer communicates with a company or brand over a period of time. Customer journey analytics provides the opportunity to understand precisely how a consumer thinks, feels and responds at each stage of the journey and also what stage of the journey is causing concern or frustration.

Customer journey analytics uses a combination of technology that incorporates channelwide communication logic that automatically provides a purpose for all consumer



interactions based on speech, text, desktop and transaction analytics. It tracks where customers began, and where their interactions ended. Contact sequencing, which recognizes the consumer and links the dots between them in every contact and transaction. Predictive analytics detects and analyzes trends of cross-channel behaviour, allowing potential calls to be made and consumer effort reduced.

Based on Component, the market is segmented into Solution and Services. Based on Type, the market is segmented into Brand & Campaign Management, Customer Behavioral Analysis & Churn Management and Product Management & Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Data Source, the market is segmented into Web, Smartphone, Email, Social Media, Store & Call Center and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing 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 Google, Inc., SAP SE, Teradata Corporation, SAS Institute, Inc., Adobe, Inc., Salesforce.com, Inc., Microsoft Corporation, Oracle Corporation, IBM Corporation, Accenture PLC.

Scope of the Study

Market Segmentation:

By Component

Solution

Services

By Type

Brand & Campaign Management

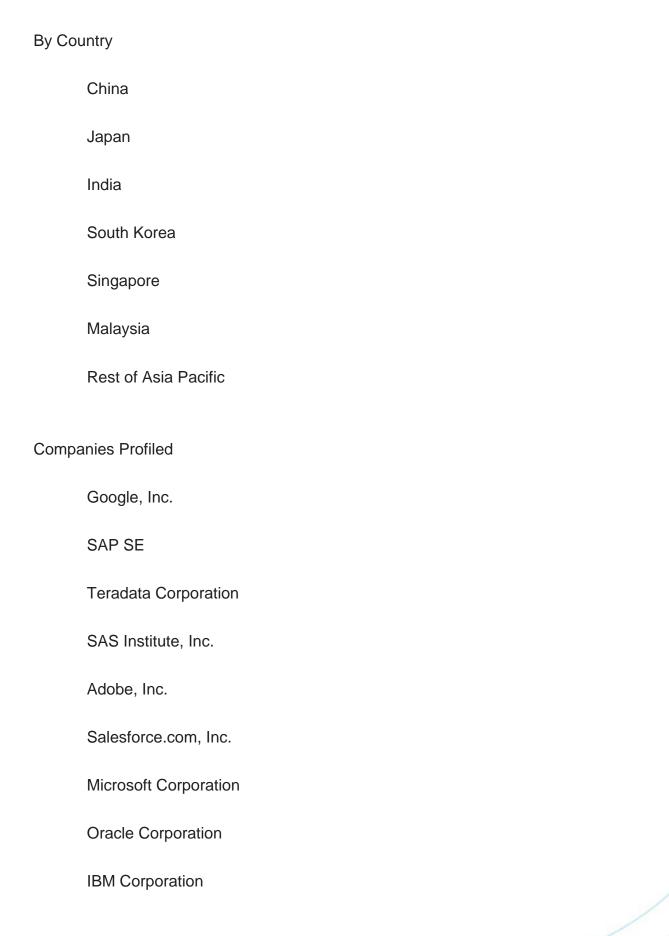
Customer Behavioral Analysis & Churn Management

Product Management & Others



By De	eployment Type	
	On-premise	
	Cloud	
By Da	ata Source	
	Web	
	Smartphone	
	Email	
	Social Media	
	Store & Call Center	
	Others	
By Inc	dustry Vertical	
	BFSI	
	IT & Telecom	
	Healthcare	
	Retail & eCommerce	
	Government & Defense	
	Media & Entertainment	
	Manufacturing	
	Others	







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