

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 (On-premise 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 channel-wide 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 Deployment Type

On-premise

Cloud

By Data Source

Web

Smartphone

Email

Social Media

Store & Call Center

Others

By Industry Vertical

BFSI

IT & Telecom

Healthcare

Retail & eCommerce

Government & Defense

Media & Entertainment

Manufacturing

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Google, Inc.

SAP SE

Teradata Corporation

SAS Institute, Inc.

Adobe, Inc.

Salesforce.com, Inc.

Microsoft Corporation

Oracle Corporation

IBM Corporation

Accenture PLC

Unique Offerings from KBV Research

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