

Asia Pacific Customer Engagement Solutions Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Customer Engagement Solutions Market would witness market growth of 13.4% CAGR during the forecast period (2018 – 2024). Asia Pacific is witnessing prominent growth in customer engagement solutions. Growing adoption of cloud computing in the region has driven the market expansion in the region. Small & medium enterprises across various countries, such as Australia, Malaysia, Japan, and Singapore, are investing into information technology solutions to compete, secure, and capture digital opportunities present in the market.

Based on the component type, the Customer Engagement Solutions market is segmented into Solution and Services. The Solution market is segmented into Omnichannel, Reporting & Analytics, Workforce Optimization and Robotic Process Optimization. The services market is further segmented into Professional and Managed Services. Based on the Organization size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on Deployment Type, the market is segmented into Cloud based and On-Premise. The verticals covered under the report include BFSI, Consumer Goods & Retail, Healthcare, Manufacturing, Travel & Hospitality, Telecom & IT, Media & Entertainment 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 IBM Corporation, Oracle Corporation, NICE Ltd., Avaya, SAP SE, Microsoft Corporation, Salesforce.com, Inc., PEGASYSTEMS INC., open text corporation, and Aspect Software Parent, Inc.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Europe Customer Engagement Solutions Market, by Component Type
 - 1.4.2 Europe Customer Engagement Solutions Market, by Organization Size
 - 1.4.3 Europe Customer Engagement Solutions Market, by Deployment Mode
 - 1.4.4 Europe Customer Engagement Solutions Market, by Vertical
 - 1.4.5 Europe Customer Engagement Solutions Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Drivers, and Restraints
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET

- 3.1 Europe Customer Engagement Solutions Market by Component
 - 3.1.1 Europe Customer Engagement Solutions Component Market by Country
 - 3.1.2 Europe Customer Engagement Solutions Market by Solution Type
 - 3.1.2.1 Europe Omnichannel Solution Market by Country
 - 3.1.2.2 Europe Reporting & Analytics Market by Country
 - 3.1.2.3 Europe Workforce Optimization Market by Country
 - 3.1.2.4 Europe Robotic Process Optimization Market by Country
 - 3.1.3 Europe Customer Engagement Solutions Services Market by Country
 - 3.1.4 Europe Customer Engagement Solutions Market by Service Type
 - 3.1.4.1 Europe Customer Engagement Solutions Professional Services Market by Country
 - 3.1.4.2 Europe Customer Engagement Solutions Managed Services Market by Country

CHAPTER 4. EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY

ORGANIZATION SIZE

4.1.1 Europe Small & Medium Enterprises Customer Engagement Solutions Market by Country

4.1.2 Europe Large Enterprises Customer Engagement Solutions Market by Country

CHAPTER 5. EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE

5.1.1 Europe Hosted Deployment Customer Engagement Solutions Market by Country

5.1.2 Europe On Premise Deployment Customer Engagement Solutions Market by Country

CHAPTER 6. EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL

6.1.1 Europe Customer Engagement Solutions in BFSI Market by Country

6.1.2 Europe Customer Engagement Solutions in Consumer Goods & Retail Market by Country

6.1.3 Europe Customer Engagement Solutions in Healthcare Market by Country

6.1.4 Europe Customer Engagement Solutions in Manufacturing Market by Country

6.1.5 Europe Customer Engagement Solutions in Travel & Hospitality Market by Country

6.1.6 Europe Customer Engagement Solutions in Telecom & IT Market by Country

6.1.7 Europe Customer Engagement Solutions in Media & Entertainment Market by Country

6.1.8 Europe Customer Engagement Solutions in Others Market by Country

CHAPTER 7. EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY

7.1 Germany Customer Engagement Solutions Market

7.1.1 Germany Customer Engagement Solutions Market by Component

7.1.1.1 Germany Customer Engagement Solutions Market by Solution Type

7.1.1.2 Germany Customer Engagement Solutions Market by Services Type

7.1.2 Germany Customer Engagement Solutions Market by Organization Size

7.1.3 Germany Customer Engagement Solutions Market by Deployment Type

7.1.4 Germany Customer Engagement Solutions Market by Vertical

7.2 UK Customer Engagement Solutions Market

- 7.2.1 UK Customer Engagement Solutions Market by Component
 - 7.2.1.1 UK Customer Engagement Solutions Market by Solution Type
 - 7.2.1.2 UK Customer Engagement Solutions Market by Services Type
- 7.2.2 UK Customer Engagement Solutions Market by Organization Size
- 7.2.3 UK Customer Engagement Solutions Market by Deployment Type
- 7.2.4 UK Customer Engagement Solutions Market by Vertical
- 7.3 France Customer Engagement Solutions Market
 - 7.3.1 France Customer Engagement Solutions Market by Component
 - 7.3.1.1 France Customer Engagement Solutions Market by Solution Type
 - 7.3.1.2 France Customer Engagement Solutions Market by Services Type
 - 7.3.2 France Customer Engagement Solutions Market by Organization Size
 - 7.3.3 France Customer Engagement Solutions Market by Deployment Type
 - 7.3.4 France Customer Engagement Solutions Market by Vertical
- 7.4 Russia Customer Engagement Solutions Market
 - 7.4.1 Russia Customer Engagement Solutions Market by Component
 - 7.4.1.1 Russia Customer Engagement Solutions Market by Solution Type
 - 7.4.1.2 Russia Customer Engagement Solutions Market by Services Type
 - 7.4.2 Russia Customer Engagement Solutions Market by Organization Size
 - 7.4.3 Russia Customer Engagement Solutions Market by Deployment Type
 - 7.4.4 Russia Customer Engagement Solutions Market by Vertical
- 7.5 Spain Customer Engagement Solutions Market
 - 7.5.1 Spain Customer Engagement Solutions Market by Component
 - 7.5.1.1 Spain Customer Engagement Solutions Market by Solution Type
 - 7.5.1.2 Spain Customer Engagement Solutions Market by Services Type
 - 7.5.2 Spain Customer Engagement Solutions Market by Organization Size
 - 7.5.3 Spain Customer Engagement Solutions Market by Deployment Type
 - 7.5.4 Spain Customer Engagement Solutions Market by Vertical
- 7.6 Italy Customer Engagement Solutions Market
 - 7.6.1 Italy Customer Engagement Solutions Market by Component
 - 7.6.1.1 Italy Customer Engagement Solutions Market by Solution Type
 - 7.6.1.2 Italy Customer Engagement Solutions Market by Services Type
 - 7.6.2 Italy Customer Engagement Solutions Market by Organization Size
 - 7.6.3 Italy Customer Engagement Solutions Market by Deployment Type
 - 7.6.4 Italy Customer Engagement Solutions Market by Vertical
- 7.7 Rest of Europe Customer Engagement Solutions Market
 - 7.7.1 Rest of Europe Customer Engagement Solutions Market by Component
 - 7.7.1.1 Rest of Europe Customer Engagement Solutions Market by Solution Type
 - 7.7.1.2 Rest of Europe Customer Engagement Solutions Market by Services Type
 - 7.7.2 Rest of Europe Customer Engagement Solutions Market by Organization Size

- 7.7.3 Rest of Europe Customer Engagement Solutions Market by Deployment Type
- 7.7.4 Rest of Europe Customer Engagement Solutions Market by Vertical

CHAPTER 8. COMPANY PROFILES

8.1 IBM Corporation

- 8.1.1 Company Overview
- 8.1.2 Financial Analysis
- 8.1.3 Segmental and Regional Analysis
- 8.1.4 Research & Development Expense

8.2 Oracle Corporation

- 8.2.1 Company Overview
- 8.2.2 Financial Analysis
- 8.2.3 Segmental and Regional Analysis
- 8.2.4 Research & Development Expense

8.3 NICE Ltd.

- 8.3.1 Company Overview
- 8.3.2 Financial Analysis
- 8.3.3 Segmental and Regional Analysis
- 8.3.4 Research & Development Expense

8.4 Avaya

- 8.4.1 Company Overview
- 8.4.2 Financial Analysis
- 8.4.3 Segmental and Regional Analysis
- 8.4.4 Research & Development Expense

8.5 SAP SE

- 8.5.1 Company Overview
- 8.5.2 Financial Analysis
- 8.5.3 Segmental and Regional Analysis
- 8.5.4 Research & Development Expense

8.6 Microsoft Corporation

- 8.6.1 Company Overview
- 8.6.2 Financial Analysis
- 8.6.3 Segmental and Regional Analysis
- 8.6.4 Research & Development Expense

8.7 Salesforce.com, Inc.

- 8.7.1 Company Overview
- 8.7.2 Financial Analysis
- 8.7.3 Segmental and Regional Analysis

- 8.7.4 Research & Development Expense
- 8.8 Pegasystems Inc.
 - 8.8.1 Company Overview
 - 8.8.2 Financial Analysis
 - 8.8.3 Segmental Analysis
 - 8.8.4 Research & Development Expense
- 8.9 Open Text Corporation
 - 8.9.1 Company Overview
 - 8.9.2 Financial Analysis
 - 8.9.3 Regional Analysis
 - 8.9.4 Research & Development Expense
- 8.1 Aspect Software Parent, Inc.
 - 8.10.1 Company Overview
 - 8.10.2 Strategies at a Glance
 - 8.10.2.1 Partnerships, Collaborations, and Agreements
 - 8.10.2.2 Product Launch

List Of Tables

LIST OF TABLES

Table 1 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 - 2017, USD MILLION

Table 2 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 3 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 4 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 5 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS COMPONENT MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 6 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS COMPONENT MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 7 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 8 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 9 EUROPE OMNICHANNEL SOLUTION MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 10 EUROPE OMNICHANNEL SOLUTION MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 11 EUROPE REPORTING & ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 12 EUROPE REPORTING & ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 13 EUROPE WORKFORCE OPTIMIZATION MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 14 EUROPE WORKFORCE OPTIMIZATION MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 15 EUROPE ROBOTIC PROCESS OPTIMIZATION MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 16 EUROPE ROBOTIC PROCESS OPTIMIZATION MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 17 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 18 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS SERVICES MARKET

BY COUNTRY, 2018 - 2024, USD MILLION

Table 19 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICE TYPE, 2014 - 2017, USD MILLION

Table 20 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICE TYPE, 2018 - 2024, USD MILLION

Table 21 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 22 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 23 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MANAGED SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 24 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MANAGED SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 25 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 26 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 27 EUROPE SMALL & MEDIUM ENTERPRISES CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 28 EUROPE SMALL & MEDIUM ENTERPRISES CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 29 EUROPE LARGE ENTERPRISES CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 30 EUROPE LARGE ENTERPRISES CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 31 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 32 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 33 EUROPE HOSTED DEPLOYMENT CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 34 EUROPE HOSTED DEPLOYMENT CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 35 EUROPE ON PREMISE DEPLOYMENT CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 36 EUROPE ON PREMISE DEPLOYMENT CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 37 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 38 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 39 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN BFSI MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 40 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN BFSI MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 41 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN CONSUMER GOODS & RETAIL MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 42 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN CONSUMER GOODS & RETAIL MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 43 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN HEALTHCARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 44 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN HEALTHCARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 45 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN MANUFACTURING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 46 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN MANUFACTURING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 47 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN TRAVEL & HOSPITALITY MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 48 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN TRAVEL & HOSPITALITY MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 49 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN TELECOM & IT MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 50 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN TELECOM & IT MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 51 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 52 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 53 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN OTHERS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 54 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS IN OTHERS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 55 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 56 EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 57 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 -

2017, USD MILLION

Table 58 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 59 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 60 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 61 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 62 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 63 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

Table 64 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

Table 65 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 66 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 67 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 68 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 69 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 70 GERMANY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 71 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 - 2017, USD MILLION

Table 72 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 73 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 74 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 75 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 76 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 77 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

Table 78 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

Table 79 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 80 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 81 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 82 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 83 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 84 UK CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 85 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 - 2017, USD MILLION

Table 86 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 87 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 88 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 89 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 90 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 91 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

Table 92 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

Table 93 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 94 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 95 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 96 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY

DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 97 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 98 FRANCE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 99 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 - 2017, USD MILLION

Table 100 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 101 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 102 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 103 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 104 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 105 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

Table 106 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

Table 107 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 108 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 109 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 110 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 111 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 112 RUSSIA CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 113 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 - 2017, USD MILLION

Table 114 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 115 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 116 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 117 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 118 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 119 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

Table 120 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

Table 121 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 122 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 123 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 124 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 125 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 126 SPAIN CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 127 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 - 2017, USD MILLION

Table 128 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 129 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 130 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 131 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 132 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 133 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

Table 134 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

Table 135 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY

ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 136 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 137 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 138 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 139 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 140 ITALY CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 141 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2014 - 2017, USD MILLION

Table 142 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2018 - 2024, USD MILLION

Table 143 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

Table 144 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

Table 145 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2014 - 2017, USD MILLION

Table 146 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SOLUTION TYPE, 2018 - 2024, USD MILLION

Table 147 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

Table 148 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

Table 149 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

Table 150 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

Table 151 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2014 - 2017, USD MILLION

Table 152 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY DEPLOYMENT TYPE, 2018 - 2024, USD MILLION

Table 153 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2014 - 2017, USD MILLION

Table 154 REST OF EUROPE CUSTOMER ENGAGEMENT SOLUTIONS MARKET BY VERTICAL, 2018 - 2024, USD MILLION

Table 155 KEY INFORMATION – IBM CORPORATION

Table 156 KEY INFORMATION – ORACLE CORPORATION

Table 157 KEY INFORMATION – NICE LTD.

Table 158 KEY INFORMATION – AVAYA

Table 159 KEY INFORMATION – SAP SE

Table 160 KEY INFORMATION – MICROSOFT CORPORATION

Table 161 KEY INFORMATION – SALESFORCE.COM, INC.

Table 162 KEY INFORMATION – PEGASYSTEMS INC.

Table 163 KEY INFORMATION – OPEN TEXT CORPORATION

Table 164 KEY INFORMATION – ASPECT SOFTWARE PARENT, INC.

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