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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.

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