

Asia Pacific Customer Experience Management Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Customer Experience Management Market size is expected grow at a market growth of 24.2% CAGR during the forecast period.

Asia Pacific would be a pivotal region for expansion due to improving economic condition, significant number of call centers, growing trend of social media, and rising emphasis on customer experience and satisfaction. Text analytical tools are widely used in analyzing unstructured data, such as customer feedback, complaints, information noted by customer service representatives while conversing with the customers, to offer superior consumer experience. Contact center industry has widespread adoption of speech analytics software. Growing number of contact centers and increasing need for real-time cloud-based analytical solutions to improve customer experience have been the factors driving the speech analytics software market.

Based on Touch Point Type, the market is segmented into Call Centers, Email & Web Services, Stores/ Branch, Social Media, and Mobile & Others. Based on Analytical Tool Type, the market is segmented into Text Analytics, Web Analytics, Enterprise Feedback Management Software, and Speech Analytics & Others. Based on Deployment Type, the market is segmented into Cloud and On-Premise. Based on Vertical, the market is segmented into BFSI, Government, Energy & Utilities, Healthcare, Manufacturing, Retail, Telecom, Media & Entertainment, and Others. Based on Regions, 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 Asia Pacific Customer Experience Management Market. Key companies profiled in the report include Adobe Systems Inc., Avaya, CA Technologies, Inc., IBM Corporation, Nokia

Corporation (Nokia Networks), Open Text Corporation, Oracle Corporation, SAP SE, SAS Institute, Inc., and Zendesk.

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