

Asia Pacific Loyalty Management Market (2017 - 2023)

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Abstracts

The Loyalty Management Market in Asia Pacific is expected to register a CAGR of 20.7% during the forecast period (2017 – 2023). Loyalty management systems are a vital part of loyalty programs. Loyalty management systems come with the ability to analyze the data and accordingly cater to the needs of customers. Customer loyalty programs are quite popular among businesses, as it is a seamless medium to retain customers and also attract new customers through existing customers.

Asia Pacific grows at the significant CAGR during the forecast period, due to rapid growth of the e-commerce sector, growing population of card holders, and growing internet usage in the region. Loyalty programs have witnessed tremendous momentum, globally; especially, in Asia-Pacific countries. Leading market players are initiating card membership programs to increase customer loyalty along with offering additional rewards.

Based on Solution Types, the market is segmented into Customer Loyalty, Employee Retention, and Channel Loyalty. Based on Organizations Size, the market is segmented into Small & Medium Enterprises and Large Enterprises. Based on Verticals, the market is segmented into BFSI, Travel & Hospitality, Media & Entertainment, Healthcare, Retail, Telecom & IT, Manufacturing, and Others. Based on Countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The report covers the analysis of key stake holders of the Loyalty Management Market. Key companies profiled in the report include Oracle Corporation, IBM Corporation, SAP SE, Aimia Inc., Comarch, ICF International, Inc., TIBCO (The Information Bus Company) Software Inc., Microstrategy Incorporated, Alliance Data Systems Corporation (Epsilon), and Fidelity Information Services (FIS).

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