

Europe Customer Engagement Solutions Market Analysis (2018-2024)

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Abstracts

The Europe Customer Engagement Solutions Market would witness market growth of 10.6% CAGR during the forecast period (2018 – 2024). Analytics is a technology which uses multiple algorithms to process and obtain data from speech and text-based information. Analytics & reporting supports the use of artificial intelligence to come up with tailored solutions. The increasing use of the Internet of Things (IoT) in business processes supports the use of analytical functionalities in organization. The aforementioned factors would contribute to the growth of 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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include 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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