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Europe Customer Experience Management Market Analysis (2018-2024)

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Abstracts

The Europe Customer Experience Management Market size is expected grow at a market growth of 21.0% CAGR during the forecast period.

Rising complexity in the telecom sector has brought about new challenges to the telecom operators. Therefore, addressing customer expectation is critical. Providing subscribers with seamless customer experiences across various touch points and interaction channels would be a key to bring in difference in the service levels. The importance of customer experience is now a vital part of business strategies, as it helps organizations in enhancing their brands, improve customer loyalty, reduce customer churn, and as a result have a direct impact on the revenues. Disruption in digital technology has led the customers to demand for seamless experience while getting engaged via multiple channels or touch points. Technological advancements in cloud and big data analytics to design, manage, and improve end-to-end consumer experience process would drive the market during the forecast period.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the Europe Customer Experience Management Market. Key companies profiled in the report

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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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