

Europe Emotion Analytics Market (2019-2025)

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Abstracts

The Europe Emotion Analytics Market would witness market growth of 14.7% CAGR during the forecast period (2019–2025).

Emotions analytics software, which can either be a stand-alone application or constructed on top of a CRM scheme, uses audio mining methods and a correlation engine to match the phrases of a caller with human emotions. Language-agnostic EA software can also monitor the speech tone of the caller and how often a specific term is repeated to provide more insight into the emotional state of the caller. Dashboards indicating the emotions of the caller and the call center agent help the supervisors to know which calls go smoothly and which calls require intervention. Emotion-sensing technologies like facial recognition software and digital assistant applications, together, are expected to considerably enhance UX.

Based on Type, the market is segmented into Text Analytics, Speech Analytics and Facial & Video Analytics. Based on Application, the market is segmented into Customer Experience Management, Sales & Marketing Management, Competitive Intelligence, Workforce Management and Others. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium-Sized Enterprises. Based on End User, the market is segmented into Retail & Consumer Goods, Telecom & IT, Government, Healthcare, BFSI, 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 Affectiva, Inc., Beyond Verbal Communication, Ltd., IMotions A/S, Noldus Information Technology, Inc., Cogito Corporation, Kairos AR, Inc., Google, Inc., IBM Corporation, Microsoft Corporation and Apple, Inc.

Scope of the Study

Market Segmentation:

By Type

Text Analytics

Speech Analytics

Facial and Video Analytics

By Application

Customer Experience Management

Sales and Marketing Management

Competitive Intelligence

Workforce Management

Others

By Organization Size

Large Enterprises

Small & Medium-Sized Enterprises

By End User

Retail & Consumer Goods

Telecom & IT

Government

Healthcare

BFSI

Media and Entertainment

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Affectiva, Inc.

Beyond Verbal Communication, Ltd.

IMotions A/S

Noldus Information Technology, Inc.

Cogito Corporation

Kairos AR, Inc.

Google, Inc.

IBM Corporation

Microsoft Corporation

Apple, Inc.

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