

Europe Loyalty Management Market (2017 - 2023)

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Abstracts

The Loyalty Management Market in Europe is expected to register a CAGR of 17.6% during the forecast period (2017 – 2023). 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.

Loyalty Management Market uses very effective and planned activities to select, manage, relate, and control buying behavior among customers. This is a major step taken by organizations to retain customers. The loyal customers then share their experiences with the help of advocacy-driven, cloud-based, and mobile-delivered programs with their contacts, enabling new customer acquisitions.

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

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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