

Europe Proactive Services Market By Type (Managed Services, Design & Consulting and Technical Support), By Technology (Analytics and AI & Others), By Enterprise Size (Large Enterprise and Small & Medium Enterprise), By Application (Customer Experience Management, Cloud Management, End-point Management, Data Center Management, Network Management and Others), By Industry Vertical (BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Europe Proactive Services Market would witness market growth of 18.8% CAGR during the forecast period (2020-2026).

Companies usually use both constructive and receptive customer service strategies. Proactive service refers to procedures and strategies used to protect from customer problems and to facilitate repeat or higher-volume purchases. Small business owners should consider what is involved with selecting each strategy and why constructive approaches are necessary. Market research is useful in learning what aspects of the products, services or operations may contribute to consumer dissatisfaction and attrition. It will help to fix existing issues or improve potential offerings. Proactive service also involves follow-up and follow-up during purchases. Follow-up requires a phone call

or other interaction used to guarantee positive customer service and to address non-communicated problems. Follow-up means the fulfillment of commitments, such as the implementation of innovative technological devices and training of users through their use.

The increasing pattern of understanding customer desires and actions is one of the factors driving market growth. Similarly, the rapid adoption of smartphones, along with the proliferation of e-commerce and the Internet, is also boosting growth. In addition, the practice of delivering digital consumer interaction has driven demand for omnichannel services. The increasing need for health and protection is also driving the global market for proactive services.

Cost management correlated with the adoption of emerging technology can be a problem for cautious end-users. In order to address these problems, organisations will focus on offering self-diagnostic services, proactive and preventive support, omnichannel connectivity, and improved management tools. Expanding their current software offerings with effective cost-reduction methods will help to address the challenges associated with managing traditional IT operations linked to proactive services. In addition, the shortage of qualified practitioners and the increasing occurrence of privacy attacks are two of the reasons responsible for restricting the growth of the market.

Based on Type, the market is segmented into Managed Services, Design & Consulting and Technical Support. Based on Technology, the market is segmented into Analytics and AI & Others. Based on Enterprise Size, the market is segmented into Large Enterprise and Small & Medium Enterprise. Based on Application, the market is segmented into Customer Experience Management, Cloud Management, End-point Management, Data Center Management, Network Management and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing 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 Microsoft Corporation, Fortinet, Inc., Juniper Networks, Inc., NortonLifeLock, Inc., Avaya Holdings Corporation, Hewlett Packard Enterprise Company, Huawei Technologies Co., Ltd., DXC Technology Company, IBM Corporation, and Cisco Systems, Inc.

Scope of the Study

Market Segmentation:

By Type

Managed Services

Design & Consulting

Technical Support

By Technology

Analytics

AI & Others

By Enterprise Size

Large Enterprise

Small & Medium Enterprise

By Application

Customer Experience Management

Cloud Management

End-point Management

Data Center Management

Network Management

Others

By Industry Vertical

BFSI

IT & Telecom

Healthcare

Retail & eCommerce

Government & Defense

Media & Entertainment

Manufacturing

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Microsoft Corporation

Fortinet, Inc.

Juniper Networks, Inc.

NortonLifeLock, Inc.

Avaya Holdings Corporation

Hewlett Packard Enterprise Company

Huawei Technologies Co., Ltd.

DXC Technology Company

IBM Corporation

Cisco Systems, Inc.

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FIG 17 SWOT ANALYSIS: CISCO SYSTEMS, INC.

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