

Global Contact Center Intelligence Market By Component (Solution and Services), By Technology (Computer Vision, Automatic Speech Recognition, Machine Learning, Natural Language Processing and Others), By Deployment Type (On-premise and Hosted), By End User (Telecom & IT, Government, Healthcare, Consumer Goods & Retail, Travel & Hospitality, BFSI and Others), By Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Contact Center Intelligence Market size is expected to reach \$3.7 billion by 2026, rising at a market growth of 23.4% CAGR during the forecast period. Artificial intelligence (AI) is a part of rising innovations, and its application in contact centers is still new and developing. Notwithstanding, there are some encouraging instances of how it can lessen operational expenses, customize the client experience, increment agent productivity, and give more noteworthy analysis. Chatbots might be the most obvious utilization of Artificial intelligence (AI) in the customer service process. At the point when clients decide to chat online with business, chatbots welcome them, gather some background data, and attempt to solve the client's issue. AI chatbots are acceptable at tackling basic issues; however, the more complex issues need an operator's touch. The AI chatbot will pass along data that is gathered to make the change as consistent as could be possible and to fuel agent proficiency.

The demand for AI in the contact centers is probably going to increase because of growth in demand for enhanced customer support service in call centers, exponentially developing volume of information, expanding customer commitment through numerous



platforms, for example, website, social media, email, and developing utilization of AI-empowered chatbots to oversee work activities productively and viably. Additionally, AI frameworks prefill the data in the ticketing instrument during recording a ticket based on the previous memory. Hence, the function of AI is incredibly demanding in the contact center field.

Enterprises are vigorously choosing omnichannel solutions and speech innovation as a feature of the efforts to retain their clients. Al-enabled solutions are especially assisting enterprises in lessening the time needed for understanding and resolving queries of the customer. The developing need to search for different approaches to improve retention of customers looks good for the development of the market over the forecast period.

Based on Component, the market is segmented into Solution and Services. Solutions segment is further bifurcated across Intelligent Interactive Voice Response (IVR) System, Chatbot and Intelligent Virtual Assistant (IVA). Based on Technology, the market is segmented into Computer Vision, Automatic Speech Recognition, Machine Learning, Natural Language Processing and Others. Based on Deployment Type, the market is segmented into On-premise and Hosted. Based on End User, the market is segmented into Telecom & IT, Government, Healthcare, Consumer Goods & Retail, Travel & Hospitality, BFSI and Others. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The major strategies followed by the market participants are Partnerships and Product Launches. Based on the Analysis presented in the Cardinal matrix; Google, Inc., Cisco Systems, Inc., IBM Corporation, Oracle Corporation, and Microsoft Corporation are the forerunners in the Contact Center Intelligence Market. Companies such as Five9, Inc., NICE Ltd., Zendesk, Inc., 3CLogic Software, Inc., and SAP SE are some of the key innovators in the market.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Cisco Systems, Inc., Oracle Corporation, Google, Inc., SAP SE, Microsoft Corporation, IBM Corporation, NICE Ltd., Five9, Inc., Zendesk, Inc., and 3CLogic Software, Inc.

Recent strategies deployed in Contact Center Intelligence Market

Partnerships, Collaborations, and Agreements:

Aug-2020: 3CLogic came into partnership with AVANT Communications, a platform for



IT decision-making and the nation's premier distributor for next-generation technologies. 3CLogic's solution seamlessly enabled enterprise organizations to natively integrate voice and contact center features with leading enterprise platforms, such as ServiceNow and Microsoft Dynamics.

Jul-2020: Google signed an agreement with Verizon, a telecommunications company. Under this agreement, Verizon becomes the newest customer of Google Cloud Contact Center AI service, which aims to bring natural language recognition to the often inscrutable phone menus.

May-2020: Zendesk announced its partnership with NICE inContact, a NICE business, and the leader in the cloud contact center. Under the partnership, the companies were focused on supporting contact centers responding to changing customer demands. Now, the companies can use NICE inContact CXone@home with the Zendesk Support Suite and the complimentary Zendesk Remote Support Bundle to help remote contact center and help desk teams keep up with increased interactions due to COVID-19. Jan-2020: Microsoft extended its partnership with Genesys, a company that sells customer experience and call center technology to mid-sized and large businesses. The expansion was focused on providing the enterprises with a new cloud service for contact centers that enabled them to deliver superior interactions for customers. With the omnichannel customer experience solution, Genesys Engage running on Microsoft Azure, enterprises have the security and scalability they need to manage the complexities involved with connecting every touchpoint throughout the customer journey.

Dec-2019: Zendesk extended its collaboration with Amazon Connect following which it unveiled a strategic, go-to-market solution package. The enhanced integration enabled both Amazon Connect customers and Zendesk Support customers to use multiple sophisticated artificial intelligence (AI) and machine learning (ML) services from Amazon Web Services (AWS) to improve contact center agent efficiency while reducing the time end-customers spend interacting with customer service. This solution was designed for helping businesses to deploy the latest generation of proactive, anticipatory customer service.

Dec-2019: Five9 announced its partnership with Zoom Video Communications. The partnership was focused on developing a cloud-to-cloud telephony integration between Zoom Phone and the Five9 Intelligent Cloud Contact Center. This integration enabled calls to be seamlessly routed between the Zoom Phone unified communications application and Five9. Seamlessly connecting callers between the Zoom cloud and Five9 allowed organizations to optimize the interaction between their contact center and UC platforms.

Nov-2019: Google entered into a collaboration with Avaya Holdings, a global leader in solutions to enhance and simplify communications and collaboration. Following the



collaboration, Google Cloud Contact Center (CC) AI capabilities have been integrated with Avaya IX Contact Center solutions and are available for global customers. The combination of Avaya AI conversation services and Google Cloud CC AI are providing a better experience for clients by seamlessly blending automated and assisted experiences throughout a customer's interaction with the contact center.

Acquisition and Mergers:

Jul-2020: Microsoft took over Metaswitch Network, a provider of virtualized network software and voice, data, and communications solutions for operators. The acquisition complemented Microsoft's Communication portfolio and would help them to deliver innovative solutions that drive the evolution of modern communications markets. Nov-2019: Five9 took over Whendu, owner of a leading Integration Platform-as-a-Service (iPaaS) platform. The acquisition accelerated the former company's contact center migration to the cloud by making it easier for enterprises to integrate with their existing environment and carry forward customized business processes.

Oct-2019: Cisco acquired CloudCherry, the customer experience management (CEM) company. After the completion of the acquisition, CloudCherry works with global enterprise clients offering SaaS tools to enhance customer interaction and experience on websites. Its software solution includes customer journey mapping, out-of-the-box integrations, and predictive analytics.

Sep-2019: Cisco completed the acquisition of Voicea, a privately held voice-focused Artificial Intelligence (AI) technology company. With this acquisition, Cisco enhanced its Webex meetings, calling, contact center, and other voice assets with a powerful transcription service that blends AI and Automated Speech Recognition (ASR) to unlock the power of any collaboration, like meetings and calls.

Product Launches and Product Expansions:

Sep-2020: Five9 introduced the Five9 Agent Assist, which extended Five9 Intelligent Cloud Contact Center capabilities with assistance focused on helping the agent during and after calls. Using AI-based, real-time call transcriptions, Five9 Agent Assist provides the first use case, a powerful new capability called Assisted Summarization. With this technology, Five9 Agent Assist can summarize calls and with optional confirmation from the agent, save it into the CRM or other system of record, with a single click. Jun-2020: Five9 unveiled the Five9 Virtual Assistant, a best-in-class Intelligent Virtual Assistant (IVA), powered by Inference. This Assistant uses conversational-AI to automate manual tasks and answer common questions in the contact center. Five9 Virtual Assistant delivers engaging conversational experiences for organizations, which



need both greater efficiency and a more personal, human element in their approach to customer care.

May-2020: Five9 launched four new applications to speed up the Contact Center workflow automation deployment and management. These applications would address the challenges faced in delivering omnichannel customer experience to targeted use cases. The applications aimed to provide real-time dashboards and customer outreach optimization, empowering agents with completely customizable Contact Center as a Service (CCaaS).

Mar-2020: Zendesk released expanded versions of its Support Suite and Sunshine CRM Platform with new ways for companies to connect with customers and have natural conversations across all touchpoints. The company also launched its new Sales Suite. The expanded Zendesk Support Suite features new channels through social messaging services and improved omnichannel agent experience. The new Support Suite enables businesses to see one comprehensive view of all of the latest conversations. The new agent workspace adapted to provide agents with the relevant context and tools whether the customer calls, emails, or messages the company. Sep-2019: Cisco Systems announced updates to its contact center portfolio. Some of the updates to the Cisco Webex Contact Center solution include increasing capacity up to 3,000 agents per tenant, integrating Webex Calling into the contact center solution to improve call quality and adding data centers for Webex Contact Center in the United Kingdom and Australia. Other upgrades include a more conversational Interactive Voice Response (IVR) feature and a redesigned agent desktop.

Sep-2019: Oracle launched the AI-trained voice with Oracle Digital Assistant. Now, enterprise customers can use voice commands to communicate with their enterprise applications to drive desired actions and outcomes, enriching the user experience with conversational AI, simplifying interactions, and improving productivity.

Scope of the Study

Market Segmentation:

By Component

Solution

Intelligent Interactive Voice Response (IVR) System

Chatbot



Intelligent Virtual Assistant (IVA)

Services

By Technology

Computer Vision

Automatic Speech Recognition

Machine Learning

Natural Language Processing

Others

By Deployment Type

On-premise

Hosted

By End User

Telecom & IT

Government

Healthcare

Consumer Goods & Retail

Travel & Hospitality

BFSI



Others

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India



South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Cisco Systems, Inc.

Oracle Corporation

Google, Inc.

SAP SE

Microsoft Corporation

IBM Corporation



NICE Ltd.

Five9, Inc.

Zendesk, Inc.

3CLogic Software, Inc.

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free



Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
- 1.4.1 Global Contact Center Intelligence Market, by Component
- 1.4.2 Global Contact Center Intelligence Market, by Technology
- 1.4.3 Global Contact Center Intelligence Market, by Deployment Type
- 1.4.4 Global Contact Center Intelligence Market, by End User
- 1.4.5 Global Contact Center Intelligence Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
- 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS - GLOBAL

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
- 3.2.1 Partnerships, Collaborations and Agreements
- 3.2.2 Product Launches and Product Expansions
- 3.2.3 Acquisition and Mergers
- 3.3 Top Winning Strategies
- 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
- 3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements: 2016, Sep -
- 2020, Aug) Leading Players

CHAPTER 4. GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT



4.1 Global Contact Center Intelligence Solution Market by Region

4.2 Global Contact Center Intelligence Market by Solution Type

4.2.1 Global Contact Center Intelligence Intelligent Interactive Voice Response (IVR) System Market by Region

4.2.2 Global Contact Center Intelligence Chatbot Market by Region

4.2.3 Global Contact Center Intelligence Intelligent Virtual Assistant (IVA) Market by Region

4.3 Global Contact Center Intelligence Services Market by Region

CHAPTER 5. GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY

5.1 Global Computer Vision Contact Center Intelligence Market by Region

5.2 Global Automatic Speech Recognition Contact Center Intelligence Market by Region

5.3 Global Machine Learning Contact Center Intelligence Market by Region

5.4 Global Natural Language Processing Contact Center Intelligence Market by Region

5.5 Global Other Technology Contact Center Intelligence Market by Region

CHAPTER 6. GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE

6.1 Global On-premise Contact Center Intelligence Market by Region

6.2 Global Hosted Contact Center Intelligence Market by Region

CHAPTER 7. GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY END USE

7.1 Global Telecom & IT Contact Center Intelligence Market by Region

7.2 Global Government Contact Center Intelligence Market by Region

- 7.3 Global Healthcare Contact Center Intelligence Market by Region
- 7.4 Global Consumer Goods & Retail Contact Center Intelligence Market by Region
- 7.5 Global Travel & Hospitality Contact Center Intelligence Market by Region
- 7.6 Global BFSI Contact Center Intelligence Market by Region

7.7 Global Others Contact Center Intelligence Market by Region

CHAPTER 8. GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY REGION

- 8.1 North America Contact Center Intelligence Market
 - 8.1.1 North America Contact Center Intelligence Market by Component

Global Contact Center Intelligence Market By Component (Solution and Services), By Technology (Computer Vision...



8.1.1.1 North America Contact Center Intelligence Solution Market by Country

8.1.1.2 North America Contact Center Intelligence Market by Solution Type

8.1.1.2.1 North America Contact Center Intelligence Intelligent Interactive Voice Response (IVR) System Market by Country

8.1.1.2.2 North America Contact Center Intelligence Chatbot Market by Country

8.1.1.2.3 North America Contact Center Intelligence Intelligent Virtual Assistant (IVA) Market by Country

8.1.1.3 North America Contact Center Intelligence Services Market by Country8.1.2 North America Contact Center Intelligence Market by Technology

8.1.2.1 North America Computer Vision Contact Center Intelligence Market by Country

8.1.2.2 North America Automatic Speech Recognition Contact Center Intelligence Market by Country

8.1.2.3 North America Machine Learning Contact Center Intelligence Market by Country

8.1.2.4 North America Natural Language Processing Contact Center Intelligence Market by Country

8.1.2.5 North America Other Technology Contact Center Intelligence Market by Country

8.1.3 North America Contact Center Intelligence Market by Deployment Type

8.1.3.1 North America On-premise Contact Center Intelligence Market by Country

8.1.3.2 North America Hosted Contact Center Intelligence Market by Country 8.1.4 North America Contact Center Intelligence Market by End Use

8.1.4.1 North America Telecom & IT Contact Center Intelligence Market by Country

8.1.4.2 North America Government Contact Center Intelligence Market by Country

8.1.4.3 North America Healthcare Contact Center Intelligence Market by Country

8.1.4.4 North America Consumer Goods & Retail Contact Center Intelligence Market by Country

8.1.4.5 North America Travel & Hospitality Contact Center Intelligence Market by Country

8.1.4.6 North America BFSI Contact Center Intelligence Market by Country

8.1.4.7 North America Others Contact Center Intelligence Market by Country

8.1.5 North America Contact Center Intelligence Market by Country

8.1.5.1 US Contact Center Intelligence Market

8.1.5.1.1 US Contact Center Intelligence Market by Component

8.1.5.1.2 US Contact Center Intelligence Market by Technology

8.1.5.1.3 US Contact Center Intelligence Market by Deployment Type

8.1.5.1.4 US Contact Center Intelligence Market by End Use

8.1.5.2 Canada Contact Center Intelligence Market



8.1.5.2.1 Canada Contact Center Intelligence Market by Component

8.1.5.2.2 Canada Contact Center Intelligence Market by Technology

8.1.5.2.3 Canada Contact Center Intelligence Market by Deployment Type

8.1.5.2.4 Canada Contact Center Intelligence Market by End Use

8.1.5.3 Mexico Contact Center Intelligence Market

8.1.5.3.1 Mexico Contact Center Intelligence Market by Component

8.1.5.3.2 Mexico Contact Center Intelligence Market by Technology

8.1.5.3.3 Mexico Contact Center Intelligence Market by Deployment Type

8.1.5.3.4 Mexico Contact Center Intelligence Market by End Use

8.1.5.4 Rest of North America Contact Center Intelligence Market

8.1.5.4.1 Rest of North America Contact Center Intelligence Market by Component

8.1.5.4.2 Rest of North America Contact Center Intelligence Market by Technology

8.1.5.4.3 Rest of North America Contact Center Intelligence Market by Deployment Type

8.1.5.4.4 Rest of North America Contact Center Intelligence Market by End Use 8.2 Europe Contact Center Intelligence Market

8.2.1 Europe Contact Center Intelligence Market by Component

8.2.1.1 Europe Contact Center Intelligence Solution Market by Country

8.2.1.2 Europe Contact Center Intelligence Market by Solution Type

8.2.1.2.1 Europe Contact Center Intelligence Intelligent Interactive Voice Response (IVR) System Market by Country

8.2.1.2.2 Europe Contact Center Intelligence Chatbot Market by Country

8.2.1.2.3 Europe Contact Center Intelligence Intelligent Virtual Assistant (IVA) Market by Country

8.2.1.3 Europe Contact Center Intelligence Services Market by Country

8.2.2 Europe Contact Center Intelligence Market by Technology

8.2.2.1 Europe Computer Vision Contact Center Intelligence Market by Country

8.2.2.2 Europe Automatic Speech Recognition Contact Center Intelligence Market by Country

8.2.2.3 Europe Machine Learning Contact Center Intelligence Market by Country

8.2.2.4 Europe Natural Language Processing Contact Center Intelligence Market by Country

8.2.2.5 Europe Other Technology Contact Center Intelligence Market by Country 8.2.3 Europe Contact Center Intelligence Market by Deployment Type

8.2.3.1 Europe On-premise Contact Center Intelligence Market by Country

8.2.3.2 Europe Hosted Contact Center Intelligence Market by Country

8.2.4 Europe Contact Center Intelligence Market by End Use

8.2.4.1 Europe Telecom & IT Contact Center Intelligence Market by Country

8.2.4.2 Europe Government Contact Center Intelligence Market by Country



8.2.4.3 Europe Healthcare Contact Center Intelligence Market by Country 8.2.4.4 Europe Consumer Goods & Retail Contact Center Intelligence Market by Country 8.2.4.5 Europe Travel & Hospitality Contact Center Intelligence Market by Country 8.2.4.6 Europe BFSI Contact Center Intelligence Market by Country 8.2.4.7 Europe Others Contact Center Intelligence Market by Country 8.2.5 Europe Contact Center Intelligence Market by Country 8.2.5.1 Germany Contact Center Intelligence Market 8.2.5.1.1 Germany Contact Center Intelligence Market by Component 8.2.5.1.2 Germany Contact Center Intelligence Market by Technology 8.2.5.1.3 Germany Contact Center Intelligence Market by Deployment Type 8.2.5.1.4 Germany Contact Center Intelligence Market by End Use 8.2.5.2 UK Contact Center Intelligence Market 8.2.5.2.1 UK Contact Center Intelligence Market by Component 8.2.5.2.2 UK Contact Center Intelligence Market by Technology 8.2.5.2.3 UK Contact Center Intelligence Market by Deployment Type 8.2.5.2.4 UK Contact Center Intelligence Market by End Use 8.2.5.3 France Contact Center Intelligence Market 8.2.5.3.1 France Contact Center Intelligence Market by Component 8.2.5.3.2 France Contact Center Intelligence Market by Technology 8.2.5.3.3 France Contact Center Intelligence Market by Deployment Type 8.2.5.3.4 France Contact Center Intelligence Market by End Use 8.2.5.4 Russia Contact Center Intelligence Market 8.2.5.4.1 Russia Contact Center Intelligence Market by Component 8.2.5.4.2 Russia Contact Center Intelligence Market by Technology 8.2.5.4.3 Russia Contact Center Intelligence Market by Deployment Type 8.2.5.4.4 Russia Contact Center Intelligence Market by End Use 8.2.5.5 Spain Contact Center Intelligence Market 8.2.5.5.1 Spain Contact Center Intelligence Market by Component 8.2.5.5.2 Spain Contact Center Intelligence Market by Technology 8.2.5.5.3 Spain Contact Center Intelligence Market by Deployment Type 8.2.5.5.4 Spain Contact Center Intelligence Market by End Use 8.2.5.6 Italy Contact Center Intelligence Market 8.2.5.6.1 Italy Contact Center Intelligence Market by Component 8.2.5.6.2 Italy Contact Center Intelligence Market by Technology 8.2.5.6.3 Italy Contact Center Intelligence Market by Deployment Type 8.2.5.6.4 Italy Contact Center Intelligence Market by End Use 8.2.5.7 Rest of Europe Contact Center Intelligence Market 8.2.5.7.1 Rest of Europe Contact Center Intelligence Market by Component

Market Publishers

8.2.5.7.2 Rest of Europe Contact Center Intelligence Market by Technology

8.2.5.7.3 Rest of Europe Contact Center Intelligence Market by Deployment Type

8.2.5.7.4 Rest of Europe Contact Center Intelligence Market by End Use

8.3 Asia Pacific Contact Center Intelligence Market

8.3.1 Asia Pacific Contact Center Intelligence Market by Component

8.3.1.1 Asia Pacific Contact Center Intelligence Solution Market by Country

8.3.1.2 Asia Pacific Contact Center Intelligence Market by Solution Type

8.3.1.2.1 Asia Pacific Contact Center Intelligence Intelligent Interactive Voice Response (IVR) System Market by Country

8.3.1.2.2 Asia Pacific Contact Center Intelligence Chatbot Market by Country

8.3.1.2.3 Asia Pacific Contact Center Intelligence Intelligent Virtual Assistant (IVA) Market by Country

8.3.1.3 Asia Pacific Contact Center Intelligence Services Market by Country8.3.2 Asia Pacific Contact Center Intelligence Market by Technology

8.3.2.1.1 Asia Pacific Computer Vision Contact Center Intelligence Market by Country

8.3.2.1.2 Asia Pacific Automatic Speech Recognition Contact Center Intelligence Market by Country

8.3.2.1.3 Asia Pacific Machine Learning Contact Center Intelligence Market by Country

8.3.2.1.4 Asia Pacific Natural Language Processing Contact Center Intelligence Market by Country

8.3.2.1.5 Asia Pacific Other Technology Contact Center Intelligence Market by Country

8.3.3 Asia Pacific Contact Center Intelligence Market by Deployment Type

8.3.3.1 Asia Pacific On-premise Contact Center Intelligence Market by Country

8.3.3.2 Asia Pacific Hosted Contact Center Intelligence Market by Country

8.3.4 Asia Pacific Contact Center Intelligence Market by End Use

8.3.4.1 Asia Pacific Telecom & IT Contact Center Intelligence Market by Country

8.3.4.2 Asia Pacific Government Contact Center Intelligence Market by Country

8.3.4.3 Asia Pacific Healthcare Contact Center Intelligence Market by Country

8.3.4.4 Asia Pacific Consumer Goods & Retail Contact Center Intelligence Market by Country

8.3.4.5 Asia Pacific Travel & Hospitality Contact Center Intelligence Market by Country

8.3.4.6 Asia Pacific BFSI Contact Center Intelligence Market by Country

8.3.4.7 Asia Pacific Others Contact Center Intelligence Market by Country

8.3.5 Asia Pacific Contact Center Intelligence Market by Country

8.3.5.1 China Contact Center Intelligence Market



8.3.5.1.1 China Contact Center Intelligence Market by Component 8.3.5.1.2 China Contact Center Intelligence Market by Technology 8.3.5.1.3 China Contact Center Intelligence Market by Deployment Type 8.3.5.1.4 China Contact Center Intelligence Market by End Use 8.3.5.2 Japan Contact Center Intelligence Market 8.3.5.2.1 Japan Contact Center Intelligence Market by Component 8.3.5.2.2 Japan Contact Center Intelligence Market by Technology 8.3.5.2.3 Japan Contact Center Intelligence Market by Deployment Type 8.3.5.2.4 Japan Contact Center Intelligence Market by End Use 8.3.5.3 India Contact Center Intelligence Market 8.3.5.3.1 India Contact Center Intelligence Market by Technology 8.3.5.3.2 India Contact Center Intelligence Market by Deployment Type 8.3.5.3.3 India Contact Center Intelligence Market by End Use 8.3.5.4 South Korea Contact Center Intelligence Market 8.3.5.4.1 South Korea Contact Center Intelligence Market by Component 8.3.5.4.2 South Korea Contact Center Intelligence Market by Technology 8.3.5.4.3 South Korea Contact Center Intelligence Market by Deployment Type 8.3.5.4.4 South Korea Contact Center Intelligence Market by End Use 8.3.5.5 Singapore Contact Center Intelligence Market 8.3.5.5.1 Singapore Contact Center Intelligence Market by Component 8.3.5.5.2 Singapore Contact Center Intelligence Market by Technology 8.3.5.5.3 Singapore Contact Center Intelligence Market by Deployment Type 8.3.5.5.4 Singapore Contact Center Intelligence Market by End Use 8.3.5.6 Malaysia Contact Center Intelligence Market 8.3.5.6.1 Malaysia Contact Center Intelligence Market by Component 8.3.5.6.2 Malaysia Contact Center Intelligence Market by Technology 8.3.5.6.3 Malaysia Contact Center Intelligence Market by Deployment Type 8.3.5.6.4 Malaysia Contact Center Intelligence Market by End Use 8.3.5.7 Rest of Asia Pacific Contact Center Intelligence Market 8.3.5.7.1 Rest of Asia Pacific Contact Center Intelligence Market by Component 8.3.5.7.2 Rest of Asia Pacific Contact Center Intelligence Market by Technology 8.3.5.7.3 Rest of Asia Pacific Contact Center Intelligence Market by Deployment Type 8.3.5.7.4 Rest of Asia Pacific Contact Center Intelligence Market by End Use 8.4 LAMEA Contact Center Intelligence Market 8.4.1 LAMEA Contact Center Intelligence Market by Component 8.4.1.1 LAMEA Contact Center Intelligence Solution Market by Country

- 8.4.1.2 LAMEA Contact Center Intelligence Market by Solution Type
 - 8.4.1.2.1 LAMEA Contact Center Intelligence Intelligent Interactive Voice Response



(IVR) System Market by Country

8.4.1.2.2 LAMEA Contact Center Intelligence Chatbot Market by Country

8.4.1.2.3 LAMEA Contact Center Intelligence Intelligent Virtual Assistant (IVA) Market by Country

8.4.1.3 LAMEA Contact Center Intelligence Services Market by Country 8.4.2 LAMEA Contact Center Intelligence Market by Technology

8.4.2.1 LAMEA Computer Vision Contact Center Intelligence Market by Country

8.4.2.2 LAMEA Automatic Speech Recognition Contact Center Intelligence Market by Country

8.4.2.3 LAMEA Machine Learning Contact Center Intelligence Market by Country

8.4.2.4 LAMEA Natural Language Processing Contact Center Intelligence Market by Country

8.4.2.5 LAMEA Other Technology Contact Center Intelligence Market by Country 8.4.3 LAMEA Contact Center Intelligence Market by Deployment Type

- 8.4.3.1 LAMEA On-premise Contact Center Intelligence Market by Country
- 8.4.3.2 LAMEA Hosted Contact Center Intelligence Market by Country

8.4.4 LAMEA Contact Center Intelligence Market by End Use

- 8.4.4.1 LAMEA Telecom & IT Contact Center Intelligence Market by Country
- 8.4.4.2 LAMEA Government Contact Center Intelligence Market by Country
- 8.4.4.3 LAMEA Healthcare Contact Center Intelligence Market by Country

8.4.4.4 LAMEA Consumer Goods & Retail Contact Center Intelligence Market by Country

- 8.4.4.5 LAMEA Travel & Hospitality Contact Center Intelligence Market by Country
- 8.4.4.6 LAMEA BFSI Contact Center Intelligence Market by Country
- 8.4.4.7 LAMEA Others Contact Center Intelligence Market by Country
- 8.4.5 LAMEA Contact Center Intelligence Market by Country
- 8.4.5.1 Brazil Contact Center Intelligence Market
- 8.4.5.1.1 Brazil Contact Center Intelligence Market by Component
- 8.4.5.1.2 Brazil Contact Center Intelligence Market by Technology
- 8.4.5.1.3 Brazil Contact Center Intelligence Market by Deployment Type
- 8.4.5.1.4 Brazil Contact Center Intelligence Market by End Use
- 8.4.5.2 Argentina Contact Center Intelligence Market
 - 8.4.5.2.1 Argentina Contact Center Intelligence Market by Component
 - 8.4.5.2.2 Argentina Contact Center Intelligence Market by Technology
 - 8.4.5.2.3 Argentina Contact Center Intelligence Market by Deployment Type
- 8.4.5.2.4 Argentina Contact Center Intelligence Market by End Use
- 8.4.5.3 UAE Contact Center Intelligence Market
 - 8.4.5.3.1 UAE Contact Center Intelligence Market by Component
- 8.4.5.3.2 UAE Contact Center Intelligence Market by Technology



8.4.5.3.3 UAE Contact Center Intelligence Market by Deployment Type 8.4.5.3.4 UAE Contact Center Intelligence Market by End Use 8.4.5.4 Saudi Arabia Contact Center Intelligence Market 8.4.5.4.1 Saudi Arabia Contact Center Intelligence Market by Component 8.4.5.4.2 Saudi Arabia Contact Center Intelligence Market by Technology 8.4.5.4.3 Saudi Arabia Contact Center Intelligence Market by Deployment Type 8.4.5.4.4 Saudi Arabia Contact Center Intelligence Market by End Use 8.4.5.5 South Africa Contact Center Intelligence Market 8.4.5.5.1 South Africa Contact Center Intelligence Market by Component 8.4.5.5.2 South Africa Contact Center Intelligence Market by Technology 8.4.5.5.3 South Africa Contact Center Intelligence Market by Deployment Type 8.4.5.5.4 South Africa Contact Center Intelligence Market by End Use 8.4.5.6 Nigeria Contact Center Intelligence Market 8.4.5.6.1 Nigeria Contact Center Intelligence Market by Component 8.4.5.6.2 Nigeria Contact Center Intelligence Market by Technology 8.4.5.6.3 Nigeria Contact Center Intelligence Market by Deployment Type 8.4.5.6.4 Nigeria Contact Center Intelligence Market by End Use 8.4.5.7 Rest of LAMEA Contact Center Intelligence Market 8.4.5.7.1 Rest of LAMEA Contact Center Intelligence Market by Component 8.4.5.7.2 Rest of LAMEA Contact Center Intelligence Market by Technology 8.4.5.7.3 Rest of LAMEA Contact Center Intelligence Market by Deployment Type 8.4.5.7.4 Rest of LAMEA Contact Center Intelligence Market by End Use

CHAPTER 9. COMPANY PROFILES

- 9.1 Cisco Systems, Inc.
 - 9.1.1 Company Overview
 - 9.1.2 Financial Analysis
 - 9.1.3 Segmental and Regional Analysis
 - 9.1.4 Research & Development Expense
 - 9.1.5 Recent strategies and developments:
 - 9.1.5.1 Partnerships, Collaborations, and Agreements:
 - 9.1.5.2 Acquisition and Mergers:
 - 9.1.5.3 Product Launches and Product Expansions:
 - 9.1.6 SWOT Analysis
- 9.2 Oracle Corporation
 - 9.2.1 Company Overview
 - 9.2.2 Financial Analysis
 - 9.2.3 Segmental and Regional Analysis



- 9.2.4 Research & Development Expense
- 9.2.5 Recent strategies and developments:
- 9.2.5.1 Product Launches and Product Expansions:
- 9.2.6 SWOT Analysis
- 9.3 Google, Inc.
 - 9.3.1 Company Overview
 - 9.3.2 Financial Analysis
 - 9.3.3 Segmental and Regional Analysis
 - 9.3.4 Research & Development Expense
 - 9.3.5 Recent strategies and developments:
 - 9.3.5.1 Partnerships, Collaborations, and Agreements:
 - 9.3.5.2 Product Launches and Product Expansions:
- 9.3.6 SWOT Analysis
- 9.4 SAP SE
 - 9.4.1 Company Overview
 - 9.4.2 Financial Analysis
 - 9.4.3 Segmental and Regional Analysis
 - 9.4.4 Research & Development Expense
 - 9.4.5 Recent strategies and developments:
 - 9.4.5.1 Product Launches and Product Expansions:
- 9.4.6 SWOT Analysis
- 9.5 Microsoft Corporation
 - 9.5.1 Company Overview
 - 9.5.2 Financial Analysis
 - 9.5.3 Segmental and Regional Analysis
 - 9.5.4 Research & Development Expenses
 - 9.5.5 Recent strategies and developments:
 - 9.5.5.1 Partnerships, Collaborations, and Agreements:
 - 9.5.5.2 Acquisition and Mergers:
- 9.5.6 SWOT Analysis
- 9.6 IBM Corporation
 - 9.6.1 Company Overview
 - 9.6.2 Financial Analysis
 - 9.6.3 Regional & Segmental Analysis
 - 9.6.4 Research & Development Expenses
 - 9.6.5 Recent strategies and developments:
 - 9.6.5.1 Partnerships, Collaborations, and Agreements:
 - 9.6.5.2 Product Launches and Product Expansions:
 - 9.6.6 SWOT Analysis



9.7 NICE Ltd.

- 9.7.1 Company Overview
- 9.7.2 Financial Analysis
- 9.7.3 Segmental and Regional Analysis
- 9.7.4 Research & Development Expenses
- 9.7.5 Recent strategies and developments:
- 9.7.5.1 Acquisition and Mergers:
- 9.7.5.2 Product Launches and Product Expansions:
- 9.7.6 SWOT Analysis
- 9.8 Five9, Inc.
 - 9.8.1 Company Overview
 - 9.8.2 Financial Analysis
 - 9.8.3 Regional Analysis
 - 9.8.4 Research & Development Expense
 - 9.8.5 Recent strategies and developments:
 - 9.8.5.1 Partnerships, Collaborations, and Agreements:
 - 9.8.5.2 Product Launches and Product Expansions:
 - 9.8.5.3 Acquisition and Mergers:
- 9.9 Zendesk, Inc.
 - 9.9.1 Company Overview
 - 9.9.2 Financial Analysis
 - 9.9.3 Regional Analysis
 - 9.9.4 Research & Development Expense
 - 9.9.5 Recent strategies and developments:
 - 9.9.5.1 Partnerships, Collaborations, and Agreements:
 - 9.9.5.2 Product Launches and Product Expansions:
- 9.10. 3CLogic Software, Inc.
 - 9.10.1 Company Overview
- 9.10.2 Recent strategies and developments:
 - 9.10.2.1 Partnerships, Collaborations, and Agreements:
 - 9.10.2.2 Product Launches and Product Expansions:



List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 2 GLOBAL CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS- CONTACT CENTER INTELLIGENCE MARKET TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS- CONTACT CENTER INTELLIGENCE MARKET TABLE 5 ACQUISITION AND MERGERS- CONTACT CENTER INTELLIGENCE MARKET TABLE 6 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT. 2016 - 2019, USD MILLION TABLE 7 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT. 2020 - 2026, USD MILLION TABLE 8 GLOBAL CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 9 GLOBAL CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 10 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 11 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 12 GLOBAL CONTACT CENTER INTELLIGENCE INTELLIGENT INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY REGION, 2016 -2019. USD MILLION TABLE 13 GLOBAL CONTACT CENTER INTELLIGENCE INTELLIGENT INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY REGION, 2020 -2026, USD MILLION TABLE 14 GLOBAL CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 15 GLOBAL CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 16 GLOBAL CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 17 GLOBAL CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL



ASSISTANT (IVA) MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 18 GLOBAL CONTACT CENTER INTELLIGENCE SERVICES MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 19 GLOBAL CONTACT CENTER INTELLIGENCE SERVICES MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 20 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 21 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 22 GLOBAL COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 23 GLOBAL COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 24 GLOBAL AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 25 GLOBAL AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 26 GLOBAL MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 27 GLOBAL MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 28 GLOBAL NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 29 GLOBAL NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 30 GLOBAL OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 31 GLOBAL OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 32 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 33 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 34 GLOBAL ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 35 GLOBAL ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 36 GLOBAL HOSTED CONTACT CENTER INTELLIGENCE MARKET BY **REGION, 2016 - 2019, USD MILLION**



TABLE 37 GLOBAL HOSTED CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 38 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 39 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 40 GLOBAL TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 41 GLOBAL TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 42 GLOBAL GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 43 GLOBAL GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 44 GLOBAL HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 45 GLOBAL HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 46 GLOBAL CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 47 GLOBAL CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 48 GLOBAL TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 49 GLOBAL TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 50 GLOBAL BFSI CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 51 GLOBAL BFSI CONTACT CENTER INTELLIGENCE MARKET BY REGION. 2020 - 2026, USD MILLION TABLE 52 GLOBAL OTHERS CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 53 GLOBAL OTHERS CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 54 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 55 GLOBAL CONTACT CENTER INTELLIGENCE MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 56 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET, 2016 -



2019, USD MILLION

TABLE 57 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 58 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 59 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 60 NORTH AMERICA CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 61 NORTH AMERICA CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 62 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 63 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 64 NORTH AMERICA CONTACT CENTER INTELLIGENCE INTELLIGENT INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2016 -2019, USD MILLION

TABLE 65 NORTH AMERICA CONTACT CENTER INTELLIGENCE INTELLIGENT INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2020 -2026, USD MILLION

TABLE 66 NORTH AMERICA CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 67 NORTH AMERICA CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 68 NORTH AMERICA CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 69 NORTH AMERICA CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 70 NORTH AMERICA CONTACT CENTER INTELLIGENCE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 71 NORTH AMERICA CONTACT CENTER INTELLIGENCE SERVICESMARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 72 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 73 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 74 NORTH AMERICA COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION



TABLE 75 NORTH AMERICA COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 76 NORTH AMERICA AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 77 NORTH AMERICA AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 78 NORTH AMERICA MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 79 NORTH AMERICA MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 80 NORTH AMERICA NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 81 NORTH AMERICA NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 82 NORTH AMERICA OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 83 NORTH AMERICA OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 84 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 85 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 86 NORTH AMERICA ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 87 NORTH AMERICA ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 88 NORTH AMERICA HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 89 NORTH AMERICA HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 90 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 91 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 92 NORTH AMERICA TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 93 NORTH AMERICA TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 94 NORTH AMERICA GOVERNMENT CONTACT CENTER INTELLIGENCE



MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 95 NORTH AMERICA GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 96 NORTH AMERICA HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 97 NORTH AMERICA HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 98 NORTH AMERICA CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 99 NORTH AMERICA CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 100 NORTH AMERICA TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 101 NORTH AMERICA TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 102 NORTH AMERICA BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 103 NORTH AMERICA BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 104 NORTH AMERICA OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 105 NORTH AMERICA OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 106 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 107 NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 108 US CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 109 US CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION TABLE 110 US CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT. 2016 - 2019, USD MILLION TABLE 111 US CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 112 US CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 113 US CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE. 2020 - 2026, USD MILLION



TABLE 114 US CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 115 US CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 116 US CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT

TYPE, 2016 - 2019, USD MILLION

TABLE 117 US CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 118 US CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 119 US CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 120 CANADA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 121 CANADA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 122 CANADA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 123 CANADA CONTACT CENTER INTELLIGENCE MARKET BY

COMPONENT, 2020 - 2026, USD MILLION

TABLE 124 CANADA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 125 CANADA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 126 CANADA CONTACT CENTER INTELLIGENCE MARKET BY

TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 127 CANADA CONTACT CENTER INTELLIGENCE MARKET BY

TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 128 CANADA CONTACT CENTER INTELLIGENCE MARKET BY

DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 129 CANADA CONTACT CENTER INTELLIGENCE MARKET BY

DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 130 CANADA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 131 CANADA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 132 MEXICO CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 133 MEXICO CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026,



USD MILLION

TABLE 134 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 135 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 136 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 137 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 138 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 139 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 140 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 141 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 142 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2016 - 2019, USD MILLION TABLE 143 MEXICO CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 144 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 145 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION TABLE 146 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 147 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 148 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 149 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 150 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 151 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 152 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION



TABLE 153 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCEMARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 154 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 155 REST OF NORTH AMERICA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 156 EUROPE CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 157 EUROPE CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 158 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 159 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 160 EUROPE CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 161 EUROPE CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 162 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 163 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 164 EUROPE CONTACT CENTER INTELLIGENCE INTELLIGENT

INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 165 EUROPE CONTACT CENTER INTELLIGENCE INTELLIGENT

INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 166 EUROPE CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 167 EUROPE CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 168 EUROPE CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 169 EUROPE CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 170 EUROPE CONTACT CENTER INTELLIGENCE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 171 EUROPE CONTACT CENTER INTELLIGENCE SERVICES MARKET BY



COUNTRY, 2020 - 2026, USD MILLION TABLE 172 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 173 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 174 EUROPE COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 175 EUROPE COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 176 EUROPE AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 177 EUROPE AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 178 EUROPE MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 179 EUROPE MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 180 EUROPE NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 181 EUROPE NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 182 EUROPE OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 183 EUROPE OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 184 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 185 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 186 EUROPE ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 187 EUROPE ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 188 EUROPE HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 189 EUROPE HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 190 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2016 - 2019, USD MILLION



TABLE 191 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2020 - 2026, USD MILLION TABLE 192 EUROPE TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 193 EUROPE TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 194 EUROPE GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 195 EUROPE GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 196 EUROPE HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 197 EUROPE HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 198 EUROPE CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 199 EUROPE CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 200 EUROPE TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 201 EUROPE TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 202 EUROPE BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 203 EUROPE BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 204 EUROPE OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 205 EUROPE OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 206 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 207 EUROPE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 208 GERMANY CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019. USD MILLION TABLE 209 GERMANY CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, **USD MILLION**

TABLE 210 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY



COMPONENT, 2016 - 2019, USD MILLION TABLE 211 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 212 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 213 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 214 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 215 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 216 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 217 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 218 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 219 GERMANY CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2020 - 2026, USD MILLION TABLE 220 UK CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 221 UK CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION TABLE 222 UK CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 223 UK CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT. 2020 - 2026, USD MILLION TABLE 224 UK CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 225 UK CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 226 UK CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY. 2016 - 2019, USD MILLION TABLE 227 UK CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 228 UK CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 229 UK CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION



TABLE 230 UK CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 -2019, USD MILLION TABLE 231 UK CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 -2026, USD MILLION TABLE 232 FRANCE CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, **USD MILLION** TABLE 233 FRANCE CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, **USD MILLION** TABLE 234 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 235 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 236 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 237 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 238 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 239 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 240 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 241 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 242 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 243 FRANCE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 244 RUSSIA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 245 RUSSIA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, **USD MILLION** TABLE 246 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 247 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 248 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 249 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION



TYPE, 2020 - 2026, USD MILLION TABLE 250 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 251 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 252 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 253 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 254 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 255 RUSSIA CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2020 - 2026, USD MILLION TABLE 256 SPAIN CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 257 SPAIN CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION TABLE 258 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT. 2016 - 2019, USD MILLION TABLE 259 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 260 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 261 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 262 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 263 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 264 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 265 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 266 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 267 SPAIN CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 268 ITALY CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD

MILLION



TABLE 269 ITALY CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 270 ITALY CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 271 ITALY CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 272 ITALY CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 273 ITALY CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 274 ITALY CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 275 ITALY CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 276 ITALY CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 277 ITALY CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 278 ITALY CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 279 ITALY CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 280 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 281 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 282 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 283 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 284 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 285 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 286 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 287 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 288 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY



DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 289 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 290 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 291 REST OF EUROPE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 292 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET, 2016 -2019. USD MILLION TABLE 293 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET, 2020 -2026, USD MILLION TABLE 294 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 295 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 296 ASIA PACIFIC CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 297 ASIA PACIFIC CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 298 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 299 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 300 ASIA PACIFIC CONTACT CENTER INTELLIGENCE INTELLIGENT INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2016 -2019, USD MILLION TABLE 301 ASIA PACIFIC CONTACT CENTER INTELLIGENCE INTELLIGENT INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2020 -2026, USD MILLION TABLE 302 ASIA PACIFIC CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 303 ASIA PACIFIC CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 304 ASIA PACIFIC CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 305 ASIA PACIFIC CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 306 ASIA PACIFIC CONTACT CENTER INTELLIGENCE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION



TABLE 307 ASIA PACIFIC CONTACT CENTER INTELLIGENCE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 308 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 309 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 310 ASIA PACIFIC COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 311 ASIA PACIFIC COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 312 ASIA PACIFIC AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 313 ASIA PACIFIC AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 314 ASIA PACIFIC MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 315 ASIA PACIFIC MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 316 ASIA PACIFIC NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 317 ASIA PACIFIC NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 318 ASIA PACIFIC OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 319 ASIA PACIFIC OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 320 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 321 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 322 ASIA PACIFIC ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 323 ASIA PACIFIC ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 324 ASIA PACIFIC HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 325 ASIA PACIFIC HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 326 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY END



USE, 2016 - 2019, USD MILLION TABLE 327 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 328 ASIA PACIFIC TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 329 ASIA PACIFIC TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 330 ASIA PACIFIC GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 331 ASIA PACIFIC GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 332 ASIA PACIFIC HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 333 ASIA PACIFIC HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 334 ASIA PACIFIC CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 335 ASIA PACIFIC CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 336 ASIA PACIFIC TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 337 ASIA PACIFIC TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 338 ASIA PACIFIC BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 339 ASIA PACIFIC BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 340 ASIA PACIFIC OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 341 ASIA PACIFIC OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 342 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 343 ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 344 CHINA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 345 CHINA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD

MILLION



TABLE 346 CHINA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT. 2016 - 2019, USD MILLION TABLE 347 CHINA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 348 CHINA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 349 CHINA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 350 CHINA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 351 CHINA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 352 CHINA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 353 CHINA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 354 CHINA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 355 CHINA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 356 JAPAN CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 357 JAPAN CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION TABLE 358 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 359 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 360 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 361 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 362 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 363 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 364 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 365 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT



TYPE, 2020 - 2026, USD MILLION

TABLE 366 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 367 JAPAN CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 368 INDIA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 369 INDIA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 370 INDIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 371 INDIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 372 INDIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 373 INDIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 374 INDIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 375 INDIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 376 INDIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 377 INDIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 378 INDIA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 379 INDIA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 380 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 381 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 382 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 383 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 384 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION



TABLE 385 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 386 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 387 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 388 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 389 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 390 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 391 SOUTH KOREA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 392 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 393 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, **USD MILLION** TABLE 394 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 395 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 396 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 397 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 398 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 399 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 400 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 401 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 402 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 403 SINGAPORE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 404 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019,



USD MILLION TABLE 405 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, **USD MILLION** TABLE 406 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 407 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 408 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 409 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 410 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 411 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 412 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 413 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 414 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 415 MALAYSIA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 416 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 417 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET. 2020 - 2026, USD MILLION TABLE 418 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 419 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 420 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 421 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 422 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 423 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION



TABLE 424 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 425 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 426 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 427 REST OF ASIA PACIFIC CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 428 LAMEA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 429 LAMEA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 430 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 431 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 432 LAMEA CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 433 LAMEA CONTACT CENTER INTELLIGENCE SOLUTION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 434 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 435 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 436 LAMEA CONTACT CENTER INTELLIGENCE INTELLIGENT

INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 437 LAMEA CONTACT CENTER INTELLIGENCE INTELLIGENT

INTERACTIVE VOICE RESPONSE (IVR) SYSTEM MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 438 LAMEA CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 439 LAMEA CONTACT CENTER INTELLIGENCE CHATBOT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 440 LAMEA CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 441 LAMEA CONTACT CENTER INTELLIGENCE INTELLIGENT VIRTUAL ASSISTANT (IVA) MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 442 LAMEA CONTACT CENTER INTELLIGENCE SERVICES MARKET BY



COUNTRY, 2016 - 2019, USD MILLION TABLE 443 LAMEA CONTACT CENTER INTELLIGENCE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 444 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 445 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 446 LAMEA COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 447 LAMEA COMPUTER VISION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 448 LAMEA AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 449 LAMEA AUTOMATIC SPEECH RECOGNITION CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 450 LAMEA MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 451 LAMEA MACHINE LEARNING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 452 LAMEA NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 453 LAMEA NATURAL LANGUAGE PROCESSING CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 454 LAMEA OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 455 LAMEA OTHER TECHNOLOGY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 456 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 457 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 458 LAMEA ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 459 LAMEA ON-PREMISE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 460 LAMEA HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 461 LAMEA HOSTED CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION



TABLE 462 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2016 - 2019, USD MILLION TABLE 463 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 464 LAMEA TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 465 LAMEA TELECOM & IT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 466 LAMEA GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 467 LAMEA GOVERNMENT CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 468 LAMEA HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 469 LAMEA HEALTHCARE CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 470 LAMEA CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 471 LAMEA CONSUMER GOODS & RETAIL CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 472 LAMEA TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 473 LAMEA TRAVEL & HOSPITALITY CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 474 LAMEA BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 475 LAMEA BFSI CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 476 LAMEA OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 477 LAMEA OTHERS CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 478 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 479 LAMEA CONTACT CENTER INTELLIGENCE MARKET BY COUNTRY. 2020 - 2026, USD MILLION TABLE 480 BRAZIL CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 481 BRAZIL CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD



MILLION

TABLE 482 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 483 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 484 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 485 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 486 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 487 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 488 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 489 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 490 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2016 - 2019, USD MILLION TABLE 491 BRAZIL CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 492 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION TABLE 493 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, **USD MILLION** TABLE 494 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 495 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 496 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 497 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 498 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 499 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 500 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION



TABLE 501 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 502 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 503 ARGENTINA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 504 UAE CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 505 UAE CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 506 UAE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 507 UAE CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 508 UAE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 509 UAE CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 510 UAE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 511 UAE CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 512 UAE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 513 UAE CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 514 UAE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 515 UAE CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 516 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, USD MILLION

TABLE 517 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, USD MILLION

TABLE 518 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 519 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 520 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY



SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 521 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 522 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 523 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 524 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 525 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 526 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 527 SAUDI ARABIA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 528 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET, 2016 -2019, USD MILLION TABLE 529 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET, 2020 -2026, USD MILLION TABLE 530 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 531 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 532 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 533 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 534 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 535 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 536 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 537 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 538 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 539 SOUTH AFRICA CONTACT CENTER INTELLIGENCE MARKET BY END

USE, 2020 - 2026, USD MILLION



TABLE 540 NIGERIA CONTACT CENTER INTELLIGENCE MARKET, 2016 - 2019, **USD MILLION** TABLE 541 NIGERIA CONTACT CENTER INTELLIGENCE MARKET, 2020 - 2026, **USD MILLION** TABLE 542 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 543 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 544 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 545 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 546 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 547 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 548 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 549 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 550 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2016 - 2019, USD MILLION TABLE 551 NIGERIA CONTACT CENTER INTELLIGENCE MARKET BY END USE. 2020 - 2026, USD MILLION TABLE 552 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET, 2016 -2019, USD MILLION TABLE 553 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET, 2020 -2026, USD MILLION TABLE 554 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2016 - 2019, USD MILLION TABLE 555 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY COMPONENT, 2020 - 2026, USD MILLION TABLE 556 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION TABLE 557 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION TABLE 558 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION TABLE 559 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY



TECHNOLOGY, 2020 - 2026, USD MILLION TABLE 560 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION TABLE 561 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION TABLE 562 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2016 - 2019, USD MILLION TABLE 563 REST OF LAMEA CONTACT CENTER INTELLIGENCE MARKET BY END USE, 2020 - 2026, USD MILLION TABLE 564 KEY INFORMATION – CISCO SYSTEMS, INC. TABLE 565 KEY INFORMATION – ORACLE CORPORATION TABLE 566 KEY INFORMATION - GOOGLE, INC. TABLE 567 KEY INFORMATION - SAP SE TABLE 568 KEY INFORMATION – MICROSOFT CORPORATION TABLE 569 KEY INFORMATION - IBM CORPORATION TABLE 570 KEY INFORMATION - NICE LTD. TABLE 571 KEY INFORMATION - FIVE9, INC. TABLE 572 KEY INFORMATION - ZENDESK, INC. TABLE 573 KEY INFORMATION – 3CLOGIC SOFTWARE, INC.



List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH FIG 2 KBV CARDINAL MATRIX FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020) FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS: 2016, SEP - 2020, AUG) LEADING PLAYERS FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: CISCO SYSTEMS, INC. FIG 6 SWOT ANALYSIS: CISCO SYSTEMS, INC. FIG 7 SWOT ANALYSIS: ORACLE CORPORATION FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: GOOGLE, INC. FIG 9 SWOT ANALYSIS: ALPHABET INC. (GOOGLE INC.) FIG 10 SWOT ANALYSIS: SAP SE FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: MICROSOFT CORPORATION FIG 12 SWOT ANALYSIS: MICROSOFT CORPORATION FIG 13 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION FIG 14 SWOT ANALYSIS: IBM CORPORATION FIG 15 RECENT STRATEGIES AND DEVELOPMENTS: NICE LTD. FIG 16 SWOT ANALYSIS: NICE LTD. FIG 17 RECENT STRATEGIES AND DEVELOPMENTS: FIVE9, INC. FIG 18 RECENT STRATEGIES AND DEVELOPMENTS: ZENDESK, INC.

FIG 19 RECENT STRATEGIES AND DEVELOPMENTS: 3CLOGIC SOFTWARE, INC.



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