

LAMEA Contact Center Transformation Market By Component (Software and Services), By Deployment Type (On-premise and Cloud), By Organization Size (Large Enterprises and Small & Medium Enterprises), By End User (BFSI, Retail & Consumer Goods, Government & Defense, Travel & Hospitality, Healthcare & Life Sciences, Telecom & IT and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Latin America, Middle East and Africa Contact Center Transformation Market would witness market growth of 20.4% CAGR during the forecast period (2020-2026).

Customer expectations are constantly changing which increases the need for cloud-based contact centers that are capable of meeting changing expectations. Customer service is a strategic differentiator for companies. Once consumers reach out to contact centers to address a complicated issue, they expect to be linked to an agent who can function as a customer advocate, anticipate their needs, make them feel respected, and fix their problem on the first contact, no matter which channel they select. When a business is not available on a platform of the customer's choice (social, email or web), it would be less competitive and will ultimately lose its customers. Cloud systems allow organizations to seamlessly get their omnichannel support solutions up and running.

The segment of consumer goods and retail is projected to emerge as the most rapidly rising end-use segment over the forecast period. Consumer products and retailers are using innovative approaches and digital strategies to communicate with consumers and

remain ahead of the competition. Tracking customer buying behavior trends has become an important task for consumer products and retail organisations. Nevertheless, the customer experience data collected by CRM in conjunction with real-time analytics helps these companies recognize customer purchasing trends, thus increasing the adoption of contact center transformation technologies in the consumer goods and retail industry.

An important driving force behind digital revolutions is the smartphone and how it changes interactions itself by transforming the way communications happen now. People don't always call each other, but they email, send videos, photos, and more. And with over 90 percent acceptance in most developed populations and geographies, smartphones have become the default mode of communication.

Being continually linked makes it possible to learn or experience new and improved ways of doing things. Search engines level playing field by making it easier for consumers to locate their competitors. Social media provides people with a forum to communicate and exchange views with each other. Self-help rewards with high availability. Digital experiences, especially those utilizing the capabilities and platforms of smartphones, may generate fast, convenient, informative and integrated experiences.

Based on Component, the market is segmented into Software and Services. Software market is further bifurcated across Workforce Engagement, Real Time Reporting & Analytics, Social Media Analytics, Visual Network Analytics & Omnichannel Routing, Voice Biometrics and Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on End User, the market is segmented into BFSI, Retail & Consumer Goods, Government & Defense, Travel & Hospitality, Healthcare & Life Sciences, Telecom & IT and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include AT&T, Inc., Cisco Systems, Inc., Microsoft Corporation (Metaswitch Networks), RingCentral, Inc., SAP SE, Five9, Inc., AGC Networks Ltd., Talkdesk, Inc., Genesys Telecommunications Laboratories, Inc., and Aculab PLC.

Scope of the Study

Market Segmentation:

By Component

Software

Workforce Engagement

Real Time Reporting & Analytics

Social Media Analytics

Visual Network Analytics & Omnichannel Routing

Voice Biometrics

Others

Services

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

By End User

BFSI

Retail & Consumer Goods

Government & Defense

Travel & Hospitality

Healthcare & Life Sciences

Telecom & IT

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

AT&T, Inc.

Cisco Systems, Inc.

Microsoft Corporation (Metaswitch Networks)

RingCentral, Inc.

SAP SE

Five9, Inc.

AGC Networks Ltd.

Talkdesk, Inc.

Genesys Telecommunications Laboratories, Inc.

Aculab PLC

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

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