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LAMEA Customer Analytics Market By Component (Solution and Services) By Type (Brand & Campaign Management, Customer Behavioral Analysis & Churn Management and Product Management & Others) By Deployment Type (On-premise and Cloud) By Data Source (Web, Smartphone, Email, Social Media, Store & Call Center and Others) By Industry Vertical (BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing and Others) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Latin America, Middle East and Africa Customer Analytics Market would witness market growth of 23.7% CAGR during the forecast period (2020-2026).
Churn management is the art of finding valuable customers, who are likely to churn out from a organization and take constructive measures to maintain them. The telecommunications industry has fierce competition between the different providers of the service. And, therefore, every other day they keep launching new enticing deals, making consumers move from one competing mobile service provider to another. This tendency for customers to switch is known as Churn.
The ratio of subscribers of a service who discontinue subscribing to the service within a period of time is called the Churn Rate. While a high churn rate means that a company is losing a high percentage of its subscribers each month; low churn rate figures from a company support its ability to retain its subscribers with a quality service. Therefore, by keeping its clients, businesses do their best to lower churn.

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Customer behavior refers to the buying behaviors of a person including social trends, frequency patterns, and context factors affecting their buying decision. Businesses are studying consumer behavior to recognize their target market and develop more enticing offers and products. Three types of factors can affect client behaviour: financial, psychological, and social.
An analysis of customer behavior is a qualitative and quantitative evaluation of how the customers communicate with a company. Based on their common characteristics, the customers are first segmented into buyer personas. At the stages of customer experience map, each group is then analyzed to examine how the people communicate with the business.
Based on Component, the market is segmented into Solution and Services. Based on Type, the market is segmented into Brand & Campaign Management, Customer Behavioral Analysis & Churn Management and Product Management & Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Data Source, the market is segmented into Web, Smartphone, Email, Social Media, Store & Call Center and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing and Others. Based on countries, the market is segmented into 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 Google, Inc., SAP SE, Teradata Corporation, SAS Institute, Inc., Adobe, Inc., Salesforce.com, Inc., Microsoft Corporation, Oracle Corporation, IBM Corporation, Accenture PLC.

Scope of the Study

Market Segmentation:

By Component

Solution

Services

By Type

Brand & Campaign Management

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Customer Behavioral Analysis & Churn Management

Product Management & Others

By Deployment Type

On-premise

Cloud

By Data Source

Web

Smartphone

Email

Social Media

Store & Call Center

Others

By Industry Vertical

BFSI

IT & Telecom

Healthcare

Retail & eCommerce

Government & Defense

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Media & Entertainment

Manufacturing

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Google, Inc.

SAP SE

Teradata Corporation

SAS Institute, Inc.

Adobe, Inc.

Salesforce.com, Inc.

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Microsoft Corporation

Oracle Corporation

IBM Corporation

Accenture PLC

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