

LAMEA Customer Engagement Solutions Market Analysis (2018-2024)

<https://marketpublishers.com/r/L0D4BC60D9EEN.html>

Date: August 2018

Pages: 117

Price: US\$ 1,800.00 (Single User License)

ID: L0D4BC60D9EEN

Abstracts

The Latin America, Middle East and Africa Customer Engagement Solutions Market would witness market growth of 15.3% CAGR during the forecast period (2018 – 2024). Limited budget forces the SME's to look at cost effective alternatives to run effective operations. Hence, the implementation of cloud-based customer engagement solutions would lead to increased revenues, desired business outcomes, and improved business efficiency for SMEs. The large enterprises segment would be the leading market segment during the forecast period.

Based on the component type, the Customer Engagement Solutions market is segmented into Solution and Services. The Solution market is segmented into Omnichannel, Reporting & Analytics, Workforce Optimization and Robotic Process Optimization. The services market is further segmented into Professional and Managed Services. Based on the Organization size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on Deployment Type, the market is segmented into Cloud based and On-Premise. The verticals covered under the report include BFSI, Consumer Goods & Retail, Healthcare, Manufacturing, Travel & Hospitality, Telecom & IT, Media & Entertainment 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 IBM Corporation, Oracle Corporation, NICE Ltd., Avaya, SAP SE, Microsoft Corporation, Salesforce.com, Inc., PEGASYSTEMS INC., open text corporation, and Aspect Software Parent, Inc.

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