

North America 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

<https://marketpublishers.com/r/N83976727FF0EN.html>

Date: July 2020

Pages: 128

Price: US\$ 1,500.00 (Single User License)

ID: N83976727FF0EN

Abstracts

The North America Contact Center Transformation Market would witness market growth of 15.7% CAGR during the forecast period (2020-2026).

A cloud-based contact center offers a variety of consumer data for analysis and response – including customer feedback from phone calls, mobile, social media, email, SMS/MMS, IVR, and other touch points – all from a centralized device. A 360-degree view of customer behavior – such as the last interaction the customer made with the organization or the last platform they utilized – allows call center associates to provide relevant, customized and real-time service that addresses customer issues easily and efficiently.

Businesses across the globe are implementing technology systems to minimize the number of consumers calls across low-cost digital networks, such as chatbots, in high-cost channels of engagement. Businesses can utilize the Interactive Voice Response (IVR) module, which enables agents to manage large volumes of calls. In addition, this module helps database integration agents, Automatic Speech Recognition (ASR)

management, and Text-to-Speech (TTS) integration to provide efficient customer support. The module often validates callers so that they are forwarded to the right contact center agent.

Artificial Intelligence (AI) and digital transformation technologies also modified the perceptions of customers. Customers have been progressively competitive in terms of faster response. In order to address this, most vendors are investing in these innovations to help companies transform their contact centers into a sales model. In addition, a range of vendors focus on the delivery of omnichannel communication services.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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

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Subscription based model available

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 North America Contact Center Transformation Market, by Component
 - 1.4.2 North America Contact Center Transformation Market, by Deployment Type
 - 1.4.3 North America Contact Center Transformation Market, by Organization Size
 - 1.4.4 North America Contact Center Transformation Market, by End User
 - 1.4.5 North America Contact Center Transformation Market, by Country
- 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 Mergers & Acquisitions
- 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, Mar – 2020, Jul) Leading Players

CHAPTER 4. NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT

North America Contact Center Transformation Market By Component (Software and Services), By Deployment Type (O...

- 4.1 North America Contact Center Transformation Software Market by Country
- 4.2 North America Contact Center Transformation Market by Software Type
 - 4.2.1 North America Contact Center Transformation Workforce Engagement Market by Country
 - 4.2.2 North America Contact Center Transformation Real Time Reporting & Analytics Market by Country
 - 4.2.3 North America Contact Center Transformation Social Media Analytics Market by Country
 - 4.2.4 North America Contact Center Transformation Visual Network Analytics & Omnichannel Routing Market by Country
 - 4.2.5 North America Contact Center Transformation Voice Biometrics Market by Country
 - 4.2.6 North America Other Software Type Contact Center Transformation Market by Country
- 4.3 North America Contact Center Transformation Services Market by Country

CHAPTER 5. NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE

- 5.1 North America On-premise Contact Center Transformation Market by Country
- 5.2 North America Cloud Contact Center Transformation Market by Country

CHAPTER 6. NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE

- 6.1 North America Large Enterprises Contact Center Transformation Market by Country
- 6.2 North America Small & Medium Enterprises Contact Center Transformation Market by Country

CHAPTER 7. NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY END USER

- 7.1 North America BFSI Contact Center Transformation Market by Country
- 7.2 North America Retail and Consumer Goods Contact Center Transformation Market by Country
- 7.3 North America Government & Defense Contact Center Transformation Market by Country
- 7.4 North America Travel & Hospitality Contact Center Transformation Market by

Country

7.5 North America Healthcare & Life Sciences Contact Center Transformation Market by Country

7.6 North America Telecom & IT Contact Center Transformation Market by Country

7.7 North America Others Contact Center Transformation Market by Country

CHAPTER 8. NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY

8.1 US Contact Center Transformation Market

8.1.1 US Contact Center Transformation Market by Component

8.1.1.1 US Contact Center Transformation Market by Software Type

8.1.2 US Contact Center Transformation Market by Deployment Type

8.1.3 US Contact Center Transformation Market by Organization Size

8.1.4 US Contact Center Transformation Market by End User

8.2 Canada Contact Center Transformation Market

8.2.1 Canada Contact Center Transformation Market by Component

8.2.1.1 Canada Contact Center Transformation Market by Software Type

8.2.2 Canada Contact Center Transformation Market by Deployment Type

8.2.3 Canada Contact Center Transformation Market by Organization Size

8.2.4 Canada Contact Center Transformation Market by End User

8.3 Mexico Contact Center Transformation Market

8.3.1 Mexico Contact Center Transformation Market by Component

8.3.1.1 Mexico Contact Center Transformation Market by Software Type

8.3.2 Mexico Contact Center Transformation Market by Deployment Type

8.3.3 Mexico Contact Center Transformation Market by Organization Size

8.3.4 Mexico Contact Center Transformation Market by End User

8.4 Rest of North America Contact Center Transformation Market

8.4.1 Rest of North America Contact Center Transformation Market by Component

8.4.1.1 Rest of North America Contact Center Transformation Market by Software Type

8.4.2 Rest of North America Contact Center Transformation Market by Deployment Type

8.4.3 Rest of North America Contact Center Transformation Market by Organization Size

8.4.4 Rest of North America Contact Center Transformation Market by End User

CHAPTER 9. COMPANY PROFILES

9.1 AT&T, Inc.

9.1.1 Company Overview

9.1.2 Financial Analysis

9.1.3 Segmental and Regional Analysis

9.1.1 Research & Development Expense

9.1.2 Recent strategies and developments:

9.1.2.1 Partnerships, Collaborations, and Agreements:

9.1.2.2 Product Launches and Product Expansions:

9.1.3 SWOT Analysis

9.2 Cisco Systems, Inc.

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 Partnerships, Collaborations, and Agreements:

9.2.5.2 Acquisition and Mergers:

9.2.5.3 Product Launches and Product Expansions:

9.2.6 SWOT Analysis

9.3 Microsoft Corporation (Metaswitch Networks)

9.3.1 Company Overview

9.3.2 Financial Analysis

9.3.3 Segmental and Regional Analysis

9.3.4 Research & Development Expenses

9.3.5 Recent strategies and developments:

9.3.5.1 Partnerships, Collaborations, and Agreements:

9.3.6 SWOT Analysis

9.4 RingCentral, Inc.

9.4.1 Company Overview

9.4.2 Financial Analysis

9.4.3 Regional Analysis

9.4.4 Research & Development Expense

9.4.5 Recent strategies and developments:

9.4.5.1 Partnerships, Collaborations, and Agreements:

9.4.5.2 Acquisition and Mergers:

9.5 SAP SE

9.5.1 Company Overview

9.5.2 Financial Analysis

9.5.3 Segmental and Regional Analysis

- 9.5.4 Research & Development Expense
- 9.5.5 Recent strategies and developments:
 - 9.5.5.1 Partnerships, Collaborations, and Agreements:
 - 9.5.5.2 Product Launches and Product Expansions:
- 9.5.6 SWOT Analysis
- 9.6 Five9, Inc.
 - 9.6.1 Company Overview
 - 9.6.2 Financial Analysis
 - 9.6.3 Regional Analysis
 - 9.6.4 Research & Development Expense
 - 9.6.5 Recent strategies and developments:
 - 9.6.5.1 Partnerships, Collaborations, and Agreements:
 - 9.6.5.2 Acquisition and Mergers:
 - 9.6.5.3 Product Launches and Product Expansions:
- 9.7 AGC Networks Ltd.
 - 9.7.1 Company Overview
 - 9.7.2 Financial Analysis
 - 9.7.3 Segmental Analysis
 - 9.7.4 Recent strategies and developments:
 - 9.7.4.1 Partnerships, Collaborations, and Agreements:
 - 9.7.4.2 Acquisition and Mergers:
- 9.8 Talkdesk, Inc.
 - 9.8.1 Company Overview
 - 9.8.2 Recent strategies and developments:
 - 9.8.2.1 Partnerships, Collaborations, and Agreements:
 - 9.8.2.2 Product Launches and Product Expansions:
- 9.9 Genesys Telecommunications Laboratories, Inc.
 - 9.9.1 Company Overview
 - 9.9.2 Recent strategies and developments:
 - 9.9.2.1 Partnerships, Collaborations, and Agreements:
 - 9.9.2.2 Acquisition and Mergers:
- 9.1 Aculab PLC
 - 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 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET, 2016 - 2019, USD MILLION

TABLE 2 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– CONTACT CENTER TRANSFORMATION MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– CONTACT CENTER TRANSFORMATION MARKET

TABLE 5 MERGERS & ACQUISITIONS – CONTACT CENTER TRANSFORMATION MARKET

TABLE 6 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 7 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 8 NORTH AMERICA CONTACT CENTER TRANSFORMATION SOFTWARE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 9 NORTH AMERICA CONTACT CENTER TRANSFORMATION SOFTWARE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 10 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 11 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 12 NORTH AMERICA CONTACT CENTER TRANSFORMATION WORKFORCE ENGAGEMENT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 13 NORTH AMERICA CONTACT CENTER TRANSFORMATION WORKFORCE ENGAGEMENT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 14 NORTH AMERICA CONTACT CENTER TRANSFORMATION REAL TIME REPOTTING & ANALYTICS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 15 NORTH AMERICA CONTACT CENTER TRANSFORMATION REAL TIME REPOTTING & ANALYTICS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 16 NORTH AMERICA CONTACT CENTER TRANSFORMATION SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 17 NORTH AMERICA CONTACT CENTER TRANSFORMATION SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 18 NORTH AMERICA CONTACT CENTER TRANSFORMATION VISUAL

NETWORK ANALYTICS & OMNICHANNEL ROUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 19 NORTH AMERICA CONTACT CENTER TRANSFORMATION VISUAL NETWORK ANALYTICS & OMNICHANNEL ROUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 20 NORTH AMERICA CONTACT CENTER TRANSFORMATION VOICE BIOMETRICS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 21 NORTH AMERICA CONTACT CENTER TRANSFORMATION VOICE BIOMETRICS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 22 NORTH AMERICA OTHER SOFTWARE TYPE CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 23 NORTH AMERICA OTHER SOFTWARE TYPE CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 24 NORTH AMERICA CONTACT CENTER TRANSFORMATION SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 25 NORTH AMERICA CONTACT CENTER TRANSFORMATION SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 26 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 27 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 28 NORTH AMERICA ON-PREMISE CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 29 NORTH AMERICA ON-PREMISE CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 30 NORTH AMERICA CLOUD CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 31 NORTH AMERICA CLOUD CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 32 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2016 - 2019, USD MILLION

TABLE 33 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2020 - 2026, USD MILLION

TABLE 34 NORTH AMERICA LARGE ENTERPRISES CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 35 NORTH AMERICA LARGE ENTERPRISES CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 36 NORTH AMERICA SMALL & MEDIUM ENTERPRISES CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 37 NORTH AMERICA SMALL & MEDIUM ENTERPRISES CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 38 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2016 - 2019, USD MILLION

TABLE 39 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2020 - 2026, USD MILLION

TABLE 40 NORTH AMERICA BFSI CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 41 NORTH AMERICA BFSI CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 42 NORTH AMERICA RETAIL AND CONSUMER GOODS CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 43 NORTH AMERICA RETAIL AND CONSUMER GOODS CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 44 NORTH AMERICA GOVERNMENT & DEFENSE CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 45 NORTH AMERICA GOVERNMENT & DEFENSE CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 46 NORTH AMERICA TRAVEL & HOSPITALITY CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 47 NORTH AMERICA TRAVEL & HOSPITALITY CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 48 NORTH AMERICA HEALTHCARE & LIFE SCIENCES CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 49 NORTH AMERICA HEALTHCARE & LIFE SCIENCES CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 50 NORTH AMERICA TELECOM & IT CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 51 NORTH AMERICA TELECOM & IT CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 52 NORTH AMERICA OTHERS CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 53 NORTH AMERICA OTHERS CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 54 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 55 NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 56 US CONTACT CENTER TRANSFORMATION MARKET, 2016 - 2019, USD

MILLION

TABLE 57 US CONTACT CENTER TRANSFORMATION MARKET, 2020 - 2026, USD MILLION

TABLE 58 US CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 59 US CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 60 US CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 61 US CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 62 US CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 63 US CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 64 US CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2016 - 2019, USD MILLION

TABLE 65 US CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2020 - 2026, USD MILLION

TABLE 66 US CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2016 - 2019, USD MILLION

TABLE 67 US CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2020 - 2026, USD MILLION

TABLE 68 CANADA CONTACT CENTER TRANSFORMATION MARKET, 2016 - 2019, USD MILLION

TABLE 69 CANADA CONTACT CENTER TRANSFORMATION MARKET, 2020 - 2026, USD MILLION

TABLE 70 CANADA CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 71 CANADA CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 72 CANADA CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 73 CANADA CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 74 CANADA CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 75 CANADA CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 76 CANADA CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2016 - 2019, USD MILLION

TABLE 77 CANADA CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2020 - 2026, USD MILLION

TABLE 78 CANADA CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2016 - 2019, USD MILLION

TABLE 79 CANADA CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2020 - 2026, USD MILLION

TABLE 80 MEXICO CONTACT CENTER TRANSFORMATION MARKET, 2016 - 2019, USD MILLION

TABLE 81 MEXICO CONTACT CENTER TRANSFORMATION MARKET, 2020 - 2026, USD MILLION

TABLE 82 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 83 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 84 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 85 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 86 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 87 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 88 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2016 - 2019, USD MILLION

TABLE 89 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY ORGANIZATION SIZE, 2020 - 2026, USD MILLION

TABLE 90 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2016 - 2019, USD MILLION

TABLE 91 MEXICO CONTACT CENTER TRANSFORMATION MARKET BY END USER, 2020 - 2026, USD MILLION

TABLE 92 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET, 2016 - 2019, USD MILLION

TABLE 93 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET, 2020 - 2026, USD MILLION

TABLE 94 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 95 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 96 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 97 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 98 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 99 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 100 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY ORGANIZATION SIZE, 2016 - 2019, USD MILLION

TABLE 101 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY ORGANIZATION SIZE, 2020 - 2026, USD MILLION

TABLE 102 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY END USER, 2016 - 2019, USD MILLION

TABLE 103 REST OF NORTH AMERICA CONTACT CENTER TRANSFORMATION

MARKET BY END USER, 2020 - 2026, USD MILLION

TABLE 104 KEY INFORMATION – AT&T, INC.

TABLE 105 KEY INFORMATION – CISCO SYSTEMS, INC.

TABLE 106 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 107 KEY INFORMATION – RINGCENTRAL, INC.

TABLE 108 KEY INFORMATION – SAP SE

TABLE 109 KEY INFORMATION – FIVE9, INC.

TABLE 110 KEY INFORMATION – AGC NETWORKS LTD.

TABLE 111 KEY INFORMATION – TALKDESK, INC.

TABLE 112 KEY INFORMATION – GENESYS TELECOMMUNICATIONS
LABORATORIES, INC.

TABLE 113 KEY INFORMATION – ACULAB PLC

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, MAR – 2020, JUL) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: AT&T, INC.

FIG 6 SWOT ANALYSIS: AT&T, INC.

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: CISCO SYSTEMS, INC.

FIG 8 SWOT ANALYSIS: CISCO SYSTEMS, INC.

FIG 9 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: RINGCENTRAL, INC.

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: SAP SE

FIG 12 SWOT ANALYSIS: SAP SE

FIG 13 RECENT STRATEGIES AND DEVELOPMENTS: FIVE9, INC.

FIG 14 RECENT STRATEGIES AND DEVELOPMENTS: AGC NETWORKS LTD.

FIG 15 RECENT STRATEGIES AND DEVELOPMENTS: TALKDESK, INC.

FIG 16 RECENT STRATEGIES AND DEVELOPMENTS: GENESYS

TELECOMMUNICATIONS LABORATORIES, INC.

FIG 17 RECENT STRATEGIES AND DEVELOPMENTS: ACULAB PLC

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