

North America Customer Engagement Solutions Market Analysis (2018-2024)

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Abstracts

The North America Customer Engagement Solutions Market would witness market growth of 10.1% CAGR during the forecast period (2018 – 2024). North America is one of the leading regions with maximum adoption of the technology. The presence of major market players in the region has been the key factor that has driven the market expansion in the region. Customer engagement solutions have been widely accepted in the US, as Social, Mobile, Analytics, and Cloud (SMAC) technologies are widespread herein.

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 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 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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