

North America Customer Experience Management Market Analysis (2018-2024)

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Abstracts

The North America Customer Experience Management Market size is expected grow at a market growth of 20.4% CAGR during the forecast period.

The North American region would be the dominant region throughout the forecast period. Growing demand for CEM software in sectors such as retail, telecom, and banking, to provide consistent and enhanced consumer experience across the different channels has been the factor driving the market in the region. Cloud technology is low cost based integration of CEM system and is popular for its scalability and flexibility. Cloud-based customer engagement solutions are offered to help organizations manage and deliver seamless customer services to the end users.

Based on Touch Point Type, the market is segmented into Call Centers, Email & Web Services, Stores/ Branch, Social Media, and Mobile & Others. Based on Analytical Tool Type, the market is segmented into Text Analytics, Web Analytics, Enterprise Feedback Management Software, and Speech Analytics & Others. Based on Deployment Type, the market is segmented into Cloud and On-Premise. Based on Vertical, the market is segmented into BFSI, Government, Energy & Utilities, Healthcare, Manufacturing, Retail, Telecom, Media & Entertainment, and Others. Based on Regions, the market is segmented into US, Canada, Mexico and Rest of North America.

The market research report covers the analysis of key stake holders of the North America Customer Experience Management Market. Key companies profiled in the report include Adobe Systems Inc., Avaya, CA Technologies, Inc., IBM Corporation, Nokia Corporation (Nokia Networks), Open Text Corporation, Oracle Corporation, SAP SE, SAS Institute, Inc., and Zendesk.

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