

2018-2023 Global Agent Performance Optimization (APO) Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Agent Performance Optimization (APO) market for 2018-2023.

Agent Performance Optimization covers everything from workforce and performance management, quality monitoring, analytics and virtual agents. Agent performance optimization is widely used in contact centers for agent-facing technologies. These contact center applications essentially seek to reduce workforce costs, increase agent effectiveness, and improve service levels. These tools ease manager's task in planning schedules, forecasting agent requirements, measuring agent performance, analyzing results and improving outcomes.

With today's complex and omnichannel customer journeys, executives and organizations should strive to get everything they can out of their workforce management system. The bottom line is that optimizing contact center and call center performance will help to develop a competitive advantage as agent productivity is improved, customers' needs are proactively met, and, ultimately, revenues are increased.

A Workforce Management solution can have a profound impact on all areas of the customer service – from long-term planning and intraday management, to follow-up and performance management.

The market is growing at a very rapid pace and with rise in technological innovation, competition and M&A activities in the industry many local and regional vendors are offering specific application products for varied end-users. The new manufacturer entrants in the market are finding it hard to compete with the international vendors

based on quality, reliability, and innovations in technology.

The industry is expected to remain innovation-led, with frequent acquisitions and strategic alliances adopted as the key strategies by the players to increase their industry presence. Market stays in mature period with a clear concentration.

Significant and lasting barriers make entry into this market difficult. These barriers include, but are not limited to: (i) product development costs; (ii) capital requirements; (iii) intellectual property rights; (iv) regulatory requirement; and (v) Transitions' unfair methods of competition.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area, the future will still have more new investment enter the field. Even so, the market is intensely competitive. The study group recommends the new entrants just having money but without technical advantage and upstream and downstream support do not to enter into this field.

Over the next five years, LPI(LP Information) projects that Agent Performance Optimization (APO) will register a 15.4% CAGR in terms of revenue, reach US\$ 4530 million by 2023, from US\$ 1920 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Agent Performance Optimization (APO) market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Cloud Based

On Premises

Segmentation by application:

Small & Mid-sized Businesses

Large Enterprises

We can also provide the customized separate regional or country-level reports, for the

following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

NICE Ltd

Genesys

Verint Systems Inc

Aspect

Calabrio

Five9

Teleopti AB

ZOOM International

InVision AG

Upstream Works Software

Envision Telephony

CallMiner

CallFinder

HigherGround, Inc.

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Agent Performance Optimization (APO) market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Agent Performance Optimization (APO) market by identifying its various subsegments.

Focuses on the key global Agent Performance Optimization (APO) players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Agent Performance Optimization (APO) with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Agent Performance Optimization (APO) submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Agent Performance Optimization (APO) Market Size 2013-2023
 - 2.1.2 Agent Performance Optimization (APO) Market Size CAGR by Region
- 2.2 Agent Performance Optimization (APO) Segment by Type
 - 2.2.1 Cloud Based
 - 2.2.2 On Premises
- 2.3 Agent Performance Optimization (APO) Market Size by Type
 - 2.3.1 Global Agent Performance Optimization (APO) Market Size Market Share by Type (2013-2018)
 - 2.3.2 Global Agent Performance Optimization (APO) Market Size Growth Rate by Type (2013-2018)
- 2.4 Agent Performance Optimization (APO) Segment by Application
 - 2.4.1 Small & Mid-sized Businesses
 - 2.4.2 Large Enterprises
- 2.5 Agent Performance Optimization (APO) Market Size by Application
 - 2.5.1 Global Agent Performance Optimization (APO) Market Size Market Share by Application (2013-2018)
 - 2.5.2 Global Agent Performance Optimization (APO) Market Size Growth Rate by Application (2013-2018)

3 GLOBAL AGENT PERFORMANCE OPTIMIZATION (APO) BY PLAYERS

- 3.1 Global Agent Performance Optimization (APO) Market Size Market Share by Players
 - 3.1.1 Global Agent Performance Optimization (APO) Market Size by Players (2016-2018)

3.1.2 Global Agent Performance Optimization (APO) Market Size Market Share by Players (2016-2018)

3.2 Global Agent Performance Optimization (APO) Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 AGENT PERFORMANCE OPTIMIZATION (APO) BY REGIONS

4.1 Agent Performance Optimization (APO) Market Size by Regions

4.2 Americas Agent Performance Optimization (APO) Market Size Growth

4.3 APAC Agent Performance Optimization (APO) Market Size Growth

4.4 Europe Agent Performance Optimization (APO) Market Size Growth

4.5 Middle East & Africa Agent Performance Optimization (APO) Market Size Growth

5 AMERICAS

5.1 Americas Agent Performance Optimization (APO) Market Size by Countries

5.2 Americas Agent Performance Optimization (APO) Market Size by Type

5.3 Americas Agent Performance Optimization (APO) Market Size by Application

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Key Economic Indicators of Few Americas Countries

6 APAC

6.1 APAC Agent Performance Optimization (APO) Market Size by Countries

6.2 APAC Agent Performance Optimization (APO) Market Size by Type

6.3 APAC Agent Performance Optimization (APO) Market Size by Application

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 Key Economic Indicators of Few APAC Countries

7 EUROPE

7.1 Europe Agent Performance Optimization (APO) by Countries

7.2 Europe Agent Performance Optimization (APO) Market Size by Type

7.3 Europe Agent Performance Optimization (APO) Market Size by Application

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

7.9 Spain

7.10 Key Economic Indicators of Few Europe Countries

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Agent Performance Optimization (APO) by Countries

8.2 Middle East & Africa Agent Performance Optimization (APO) Market Size by Type

8.3 Middle East & Africa Agent Performance Optimization (APO) Market Size by Application

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers and Impact

9.1.1 Growing Demand from Key Regions

9.1.2 Growing Demand from Key Applications and Potential Industries

9.2 Market Challenges and Impact

9.3 Market Trends

10 GLOBAL AGENT PERFORMANCE OPTIMIZATION (APO) MARKET FORECAST

10.1 Global Agent Performance Optimization (APO) Market Size Forecast (2018-2023)

10.2 Global Agent Performance Optimization (APO) Forecast by Regions

10.2.1 Global Agent Performance Optimization (APO) Forecast by Regions (2018-2023)

10.2.2 Americas Market Forecast

10.2.3 APAC Market Forecast

10.2.4 Europe Market Forecast

10.2.5 Middle East & Africa Market Forecast

10.3 Americas Forecast by Countries

10.3.1 United States Market Forecast

10.3.2 Canada Market Forecast

10.3.3 Mexico Market Forecast

10.3.4 Brazil Market Forecast

10.4 APAC Forecast by Countries

10.4.1 China Market Forecast

10.4.2 Japan Market Forecast

10.4.3 Korea Market Forecast

10.4.4 Southeast Asia Market Forecast

10.4.5 India Market Forecast

10.4.6 Australia Market Forecast

10.5 Europe Forecast by Countries

10.5.1 Germany Market Forecast

10.5.2 France Market Forecast

10.5.3 UK Market Forecast

10.5.4 Italy Market Forecast

10.5.5 Russia Market Forecast

10.5.6 Spain Market Forecast

10.6 Middle East & Africa Forecast by Countries

10.6.1 Egypt Market Forecast

10.6.2 South Africa Market Forecast

10.6.3 Israel Market Forecast

10.6.4 Turkey Market Forecast

10.6.5 GCC Countries Market Forecast

10.7 Global Agent Performance Optimization (APO) Forecast by Type

10.8 Global Agent Performance Optimization (APO) Forecast by Application

11 KEY PLAYERS ANALYSIS

11.1 NICE Ltd

11.1.1 Company Details

11.1.2 Agent Performance Optimization (APO) Product Offered

11.1.3 NICE Ltd Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.1.4 Main Business Overview

11.1.5 NICE Ltd News

11.2 Genesys

11.2.1 Company Details

11.2.2 Agent Performance Optimization (APO) Product Offered

11.2.3 Genesys Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.2.4 Main Business Overview

11.2.5 Genesys News

11.3 Verint Systems Inc

11.3.1 Company Details

11.3.2 Agent Performance Optimization (APO) Product Offered

11.3.3 Verint Systems Inc Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.3.4 Main Business Overview

11.3.5 Verint Systems Inc News

11.4 Aspect

11.4.1 Company Details

11.4.2 Agent Performance Optimization (APO) Product Offered

11.4.3 Aspect Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.4.4 Main Business Overview

11.4.5 Aspect News

11.5 Calabrio

11.5.1 Company Details

11.5.2 Agent Performance Optimization (APO) Product Offered

11.5.3 Calabrio Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.5.4 Main Business Overview

11.5.5 Calabrio News

11.6 Five9

11.6.1 Company Details

11.6.2 Agent Performance Optimization (APO) Product Offered

11.6.3 Five9 Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.6.4 Main Business Overview

11.6.5 Five9 News

11.7 Teleopti AB

11.7.1 Company Details

11.7.2 Agent Performance Optimization (APO) Product Offered

11.7.3 Teleopti AB Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.7.4 Main Business Overview

11.7.5 Teleopti AB News

11.8 ZOOM International

11.8.1 Company Details

11.8.2 Agent Performance Optimization (APO) Product Offered

11.8.3 ZOOM International Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.8.4 Main Business Overview

11.8.5 ZOOM International News

11.9 InVision AG

11.9.1 Company Details

11.9.2 Agent Performance Optimization (APO) Product Offered

11.9.3 InVision AG Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.9.4 Main Business Overview

11.9.5 InVision AG News

11.10 Upstream Works Software

11.10.1 Company Details

11.10.2 Agent Performance Optimization (APO) Product Offered

11.10.3 Upstream Works Software Agent Performance Optimization (APO) Revenue, Gross Margin and Market Share (2016-2018)

11.10.4 Main Business Overview

11.10.5 Upstream Works Software News

11.11 Envision Telephony

11.12 CallMiner

11.13 CallFinder

11.14 HigherGround, Inc.

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES AND FIGURES

Table Product Specifications of Agent Performance Optimization (APO)
Figure Agent Performance Optimization (APO) Report Years Considered
Figure Market Research Methodology
Figure Global Agent Performance Optimization (APO) Market Size Growth Rate 2013-2023 (\$ Millions)
Table Agent Performance Optimization (APO) Market Size CAGR by Region 2013-2023 (\$ Millions)
Table Major Players of Cloud Based
Table Major Players of On Premises
Table Market Size by Type (2013-2018) (\$ Millions)
Table Global Agent Performance Optimization (APO) Market Size Market Share by Type (2013-2018)
Figure Global Agent Performance Optimization (APO) Market Size Market Share by Type (2013-2018)
Figure Global Cloud Based Market Size Growth Rate
Figure Global On Premises Market Size Growth Rate
Figure Agent Performance Optimization (APO) Consumed in Small & Mid-sized Businesses
Figure Global Agent Performance Optimization (APO) Market: Small & Mid-sized Businesses (2013-2018) (\$ Millions)
Figure Global Small & Mid-sized Businesses YoY Growth (\$ Millions)
Figure Agent Performance Optimization (APO) Consumed in Large Enterprises
Figure Global Agent Performance Optimization (APO) Market: Large Enterprises (2013-2018) (\$ Millions)
Figure Global Large Enterprises YoY Growth (\$ Millions)
Table Global Agent Performance Optimization (APO) Market Size by Application (2013-2018) (\$ Millions)
Table Global Agent Performance Optimization (APO) Market Size Market Share by Application (2013-2018)
Figure Global Agent Performance Optimization (APO) Market Size Market Share by Application (2013-2018)
Figure Global Agent Performance Optimization (APO) Market Size in Small & Mid-sized Businesses Growth Rate
Figure Global Agent Performance Optimization (APO) Market Size in Large Enterprises Growth Rate

Table Global Agent Performance Optimization (APO) Revenue by Players (2016-2018) (\$ Millions)

Table Global Agent Performance Optimization (APO) Revenue Market Share by Players (2016-2018)

Figure Global Agent Performance Optimization (APO) Revenue Market Share by Players in 2017

Table Global Agent Performance Optimization (APO) Key Players Head office and Products Offered

Table Agent Performance Optimization (APO) Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Agent Performance Optimization (APO) Market Size by Regions 2013-2018 (\$ Millions)

Table Global Agent Performance Optimization (APO) Market Size Market Share by Regions 2013-2018

Figure Global Agent Performance Optimization (APO) Market Size Market Share by Regions 2013-2018

Figure Americas Agent Performance Optimization (APO) Market Size 2013-2018 (\$ Millions)

Figure APAC Agent Performance Optimization (APO) Market Size 2013-2018 (\$ Millions)

Figure Europe Agent Performance Optimization (APO) Market Size 2013-2018 (\$ Millions)

Figure Middle East & Africa Agent Performance Optimization (APO) Market Size 2013-2018 (\$ Millions)

Table Americas Agent Performance Optimization (APO) Market Size by Countries (2013-2018) (\$ Millions)

Table Americas Agent Performance Optimization (APO) Market Size Market Share by Countries (2013-2018)

Figure Americas Agent Performance Optimization (APO) Market Size Market Share by Countries in 2017

Table Americas Agent Performance Optimization (APO) Market Size by Type (2013-2018) (\$ Millions)

Table Americas Agent Performance Optimization (APO) Market Size Market Share by Type (2013-2018)

Figure Americas Agent Performance Optimization (APO) Market Size Market Share by Type in 2017

Table Americas Agent Performance Optimization (APO) Market Size by Application (2013-2018) (\$ Millions)

Table Americas Agent Performance Optimization (APO) Market Size Market Share by

Application (2013-2018)

Figure Americas Agent Performance Optimization (APO) Market Size Market Share by Application in 2017

Figure United States Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Canada Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Mexico Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Table APAC Agent Performance Optimization (APO) Market Size by Countries (2013-2018) (\$ Millions)

Table APAC Agent Performance Optimization (APO) Market Size Market Share by Countries (2013-2018)

Figure APAC Agent Performance Optimization (APO) Market Size Market Share by Countries in 2017

Table APAC Agent Performance Optimization (APO) Market Size by Type (2013-2018) (\$ Millions)

Table APAC Agent Performance Optimization (APO) Market Size Market Share by Type (2013-2018)

Figure APAC Agent Performance Optimization (APO) Market Size Market Share by Type in 2017

Table APAC Agent Performance Optimization (APO) Market Size by Application (2013-2018) (\$ Millions)

Table APAC Agent Performance Optimization (APO) Market Size Market Share by Application (2013-2018)

Figure APAC Agent Performance Optimization (APO) Market Size Market Share by Application in 2017

Figure China Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Japan Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Korea Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Southeast Asia Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure India Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Australia Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Table Europe Agent Performance Optimization (APO) Market Size by Countries (2013-2018) (\$ Millions)

Table Europe Agent Performance Optimization (APO) Market Size Market Share by Countries (2013-2018)

Figure Europe Agent Performance Optimization (APO) Market Size Market Share by Countries in 2017

Table Europe Agent Performance Optimization (APO) Market Size by Type (2013-2018) (\$ Millions)

Table Europe Agent Performance Optimization (APO) Market Size Market Share by Type (2013-2018)

Figure Europe Agent Performance Optimization (APO) Market Size Market Share by Type in 2017

Table Europe Agent Performance Optimization (APO) Market Size by Application (2013-2018) (\$ Millions)

Table Europe Agent Performance Optimization (APO) Market Size Market Share by Application (2013-2018)

Figure Europe Agent Performance Optimization (APO) Market Size Market Share by Application in 2017

Figure Germany Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure France Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure UK Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Italy Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Russia Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Spain Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Table Middle East & Africa Agent Performance Optimization (APO) Market Size by Countries (2013-2018) (\$ Millions)

Table Middle East & Africa Agent Performance Optimization (APO) Market Size Market Share by Countries (2013-2018)

Figure Middle East & Africa Agent Performance Optimization (APO) Market Size Market Share by Countries in 2017

Table Middle East & Africa Agent Performance Optimization (APO) Market Size by Type (2013-2018) (\$ Millions)

Table Middle East & Africa Agent Performance Optimization (APO) Market Size Market

Share by Type (2013-2018)

Figure Middle East & Africa Agent Performance Optimization (APO) Market Size Market Share by Type in 2017

Table Middle East & Africa Agent Performance Optimization (APO) Market Size by Application (2013-2018) (\$ Millions)

Table Middle East & Africa Agent Performance Optimization (APO) Market Size Market Share by Application (2013-2018)

Figure Middle East & Africa Agent Performance Optimization (APO) Market Size Market Share by Application in 2017

Figure Egypt Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure South Africa Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Israel Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Turkey Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure GCC Countries Agent Performance Optimization (APO) Market Size Growth 2013-2018 (\$ Millions)

Figure Global Agent Performance Optimization (APO) Market Size Forecast (2018-2023) (\$ Millions)

Table Global Agent Performance Optimization (APO) Market Size Forecast by Regions (2018-2023) (\$ Millions)

Table Global Agent Performance Optimization (APO) Market Size Market Share Forecast by Regions

Figure Americas Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure APAC Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Europe Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Middle East & Africa Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure United States Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Canada Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Mexico Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Brazil Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure China Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Japan Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Korea Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Southeast Asia Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure India Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Australia Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Germany Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure France Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure UK Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Italy Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Russia Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Spain Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Egypt Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure South Africa Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Israel Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure Turkey Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Figure GCC Countries Agent Performance Optimization (APO) Market Size 2018-2023 (\$ Millions)

Table Global Agent Performance Optimization (APO) Market Size Forecast by Type (2018-2023) (\$ Millions)

Table Global Agent Performance Optimization (APO) Market Size Market Share Forecast by Type (2018-2023)

Table Global Agent Performance Optimization (APO) Market Size Forecast by Application (2018-2023) (\$ Millions)

Table Global Agent Performance Optimization (APO) Market Size Market Share Forecast by Application (2018-2023)

Table NICE Ltd Basic Information, Head Office, Major Market Areas and Its Competitors

Table NICE Ltd Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure NICE Ltd Agent Performance Optimization (APO) Market Share (2016-2018)

Table Genesys Basic Information, Head Office, Major Market Areas and Its Competitors

Table Genesys Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure Genesys Agent Performance Optimization (APO) Market Share (2016-2018)

Table Verint Systems Inc Basic Information, Head Office, Major Market Areas and Its Competitors

Table Verint Systems Inc Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure Verint Systems Inc Agent Performance Optimization (APO) Market Share (2016-2018)

Table Aspect Basic Information, Head Office, Major Market Areas and Its Competitors

Table Aspect Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure Aspect Agent Performance Optimization (APO) Market Share (2016-2018)

Table Calabrio Basic Information, Head Office, Major Market Areas and Its Competitors

Table Calabrio Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure Calabrio Agent Performance Optimization (APO) Market Share (2016-2018)

Table Five9 Basic Information, Head Office, Major Market Areas and Its Competitors

Table Five9 Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure Five9 Agent Performance Optimization (APO) Market Share (2016-2018)

Table Teleopti AB Basic Information, Head Office, Major Market Areas and Its Competitors

Table Teleopti AB Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure Teleopti AB Agent Performance Optimization (APO) Market Share (2016-2018)

Table ZOOM International Basic Information, Head Office, Major Market Areas and Its Competitors

Table ZOOM International Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure ZOOM International Agent Performance Optimization (APO) Market Share (2016-2018)

Table InVision AG Basic Information, Head Office, Major Market Areas and Its Competitors

Table InVision AG Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure InVision AG Agent Performance Optimization (APO) Market Share (2016-2018)

Table Upstream Works Software Basic Information, Head Office, Major Market Areas and Its Competitors

Table Upstream Works Software Agent Performance Optimization (APO) Revenue and Gross Margin (2016-2018)

Figure Upstream Works Software Agent Performance Optimization (APO) Market Share (2016-2018)

Table Envision Telephony Basic Information, Head Office, Major Market Areas and Its Competitors

Table CallMiner Basic Information, Head Office, Major Market Areas and Its Competitors

Table CallFinder Basic Information, Head Office, Major Market Areas and Its Competitors

Table HigherGround, Inc. Basic Information, Head Office, Major Market Areas and Its Competitors

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