

# 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.

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