

2020-2025 Global Customer Relationship Management Services Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Customer Relationship Management refers to practice and strategies that companies use to analyze customers data and interaction in order to retain customers and increasing sales. CRM is used by companies to improve the relationship with customers by analyzing the customer data throughout the lifecycle of a customer. CRM system gives information about customer while contact happens between company and customer by different channels like company's website, telephone, live chat, direct mail, marketing materials and social media. A staff that faces customers also provides information about the customer like personal information, purchase history, buying behavior and buying preferences in CRM system.

This report elaborates the market size, market characteristics, and market growth of the Customer Relationship Management Services industry, and breaks down according to the type, application, and consumption area of Customer Relationship Management Services. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Customer Relationship Management Services in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Customer Relationship Management Services market covered in Chapter 13:

Sage CRM Solutions Ltd
Wipro Limited
Microsoft Inc.
Ramco Systems Ltd
Oracle Corp
IBM Corp
NetSuite Inc.
Tata Consultancy Services Limited
Nimble Inc.
SugarCRM Inc.
SAP SE Amdocs Ltd
Salesforce.com Inc.

In Chapter 6, on the basis of types, the Customer Relationship Management Services market from 2015 to 2025 is primarily split into:

On premises
Cloud

In Chapter 7, on the basis of applications, the Customer Relationship Management Services market from 2015 to 2025 covers:

Marketing
Sales
Customer support and services
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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