

2020-2025 Global Social Customer Service Software Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Social CRM or social customer relationship management is the integration of social media channels into Customer Relationship Management (CRM) platforms. Increasingly, CRM platforms support social media alongside traditional channels so customers can interact with businesses via their preferred channels. This means better customer service and greater marketing insight gathered from customer social media data.

This report elaborates the market size, market characteristics, and market growth of the Social Customer Service Software industry, and breaks down according to the type, application, and consumption area of Social Customer Service Software. 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 Social Customer Service Software 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 Social Customer Service Software market covered in Chapter 13:

Salesforce

Conversocial

Freshworks

HelpSocial

Oracle

Sprout Social

Zoho

Lithium Technologies

Sprinklr

Zendesk

Sparkcentral

Brand Embassy

CX Social

Cisco

In Chapter 6, on the basis of types, the Social Customer Service Software market from 2015 to 2025 is primarily split into:

On-Premises

Cloud Based

In Chapter 7, on the basis of applications, the Social Customer Service Software market from 2015 to 2025 covers:

Large Enterprised

SMEs

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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