

Global Customer Engagement Solutions Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Customer engagement solution is broadly defined as solution that manages customer communications and interactions throughout a variety of channels and touchpoints. Based on the Customer Engagement Solutions market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Customer Engagement Solutions market covered in Chapter 5:

Microsoft Corporation eGain Corporation Lithium Technologies OpenText Corporation Nice Systems



SugarCRM

Oracle Corporation

International Business Machines Corporation

ServiceNow Inc.

Salesforce.com Inc.

SAP SE

Pegasystems Inc.

Verint Systems

Nuance Communications Inc.

Zendesk Inc.

Genesys

Calabrio Inc.

Avaya Inc.

Eptica

CRMNEXT

Aspect Software Inc.

Freshworks Inc.

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

Cloud

On-premises

In Chapter 7, on the basis of applications, the Customer Engagement Solutions market from 2015 to 2025 covers:

BFSI

Consumer Goods & Retail

Telecommunication

Healthcare & Life Sciences

Automotive & Transportation

Media & Entertainment

Travel & Hospitality

Manufacturing

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)



United States Canada Mexico Europe (Covered in Chapter 10) Germany UK France Italy Spain Russia Others Asia-Pacific (Covered in Chapter 11) China Japan South Korea Australia India South America (Covered in Chapter 12) Brazil Argentina Columbia Middle East and Africa (Covered in Chapter 13) UAE Egypt South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025



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