

# **Customer Engagement Solutions Market by Component (Solutions and Services), Deployment Type (Cloud and On-premises), Organization Size, Vertical (BFSI, Telecom & IT, and Retail & Consumer Goods) and Region - Global Forecast to 2027**

<https://marketpublishers.com/r/C19CB7E428DEN.html>

Date: May 2022

Pages: 302

Price: US\$ 4,950.00 (Single User License)

ID: C19CB7E428DEN

## **Abstracts**

The global Customer engagement solutions market size is expected to grow from USD 19.3 billion in 2022 to USD 32.2 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 10.8% during the forecast period. Customer engagement solutions are helping companies widen their customer base, reduce customer churn rate, and increase customer retention. Thus, the increasing adoption of customer engagement solutions, owing to their benefits, is one of the most significant factors expected to drive the growth of the customer engagement solutions market across the globe during the forecast period.

In a short time, the COVID-19 outbreak has affected markets and customer behaviors and substantially impacted economies and societies. Healthcare, telecommunication, media and entertainment, utilities, and government verticals function day and night to stabilize conditions and facilitate prerequisite services to every individual. The telecom sector, in particular, is playing a vital role across the globe to support the digital infrastructure of countries amid the COVID-19 pandemic.

According to Fujitsu's Global Digital Transformation Survey, offline organizations were damaged more, while online organizations witnessed growth in online demand and an increase in revenue. 69% of the business leaders from online organizations have indicated that they witnessed an increase in their business revenue in 2020. In contrast, 53% of offline organizations saw a drop in revenues.

The Analytics and reporting solution segment to have a higher CAGR during the forecast period

Customer engagement analytics solutions offered by enterprises allow businesses to gain in-depth insights into customer activities, which would help enhance customer loyalty and increase sales. It allows organizations to use artificial intelligence in the response to customers and help organizations offer personalized solutions. IBM (US), Microsoft (US), Salesforce (US), and Zendesk (US) are among the leading providers of analytics and reporting solutions.

The Large enterprises segment is estimated to account for larger market size during the forecast period

Retailers Large enterprises are adopting new strategic approaches for customer engagement to stand out in a competitive environment. The brands are choosing AI-powered chatbots, which are the increasingly emerging tools for enterprises looking to offer personalized, day-and-night, self-service support to customers.

Among regions, APAC to hold higher CAGR during the forecast period

The growth of the Customer engagement solutions market in APAC is highly driven by the rapid digitalization of enterprises across the region. Enterprises across APAC are working effortlessly on taking up digital transformation, majorly for streamlining their operations and improving the customer experience. Indicating that spending on software is also expected to grow to keep with up with rising customer demands in terms of online accessibility of services from enterprises. Hence, this rapid investment in technologies and providing online services to the customer is expected to drive the growth of the Customer engagement solutions market in APAC.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Customer engagement solutions market.

By Company: Tier I: 18%, Tier II: 9%, and Tier III: 73%

By Designation: C-Level Executives: 9%, Directors: 18%, and others: 73%

By Region: North America: 55%, Europe: 9%, APAC: 36%

The report includes the study of key players offering Customer engagement solutions solutions and services. It profiles major vendors in the global Customer engagement solutions market. The major vendors in the global Customer engagement solutions market include Avaya (US), IBM (US), Microsoft (US), NICE Systems (Israel), Oracle (US), Salesforce (US), SAP (Germany), Zendesk (US), Pegasystems (US), ServiceNow (US), Open Text (Canada), Precisely (US), Verint Systems (US), eGain Corporation (US), Enghouse Systems (US), Alvaria (US), Genesys (US), Freshworks (California), IFS-mpsystems (Sweden), Calabrio (US), Khoros (US), Creatio (US), CRMNEXT (California), SugarCRM (Canada), WebEngage (India), Upshot (Texas), MoEngage (US), ChurnZero (US), and Sentimeter (US).

### Research Coverage

The market study covers the Customer engagement solutions market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as components, deployment mode, organization size, verticals and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

### Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall Customer engagement solutions market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

#### 1.3 STUDY SCOPE

##### 1.3.1 MARKETS COVERED

FIGURE 1 CUSTOMER ENGAGEMENT SOLUTIONS MARKET SEGMENTATION

##### 1.3.2 GEOGRAPHIC SCOPE

FIGURE 2 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: GEOGRAPHIC SCOPE

##### 1.3.3 INCLUSIONS AND EXCLUSIONS

##### 1.3.4 YEARS CONSIDERED

#### 1.4 CURRENCY

TABLE 1 USD EXCHANGE RATES, 2019–2021

#### 1.5 LIMITATIONS

#### 1.6 SUMMARY OF CHANGES

#### 1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

FIGURE 3 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

###### 2.1.1.1 Secondary sources

##### 2.1.2 PRIMARY DATA

###### 2.1.2.1 Primary interviews with experts

###### 2.1.2.2 List of key primary interview participants

###### 2.1.2.3 Breakdown of primaries

###### 2.1.2.4 Primary sources

###### 2.1.2.5 Key industry insights

#### 2.2 MARKET SIZE ESTIMATION

##### 2.2.1 BOTTOM-UP APPROACH

FIGURE 4 BOTTOM-UP APPROACH

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY, BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES OF CUSTOMER ENGAGEMENT SOLUTIONS MARKET

##### 2.2.2 TOP-DOWN APPROACH

**FIGURE 6 TOP-DOWN APPROACH****2.2.3 CUSTOMER ENGAGEMENT SOLUTIONS MARKET ESTIMATION:****DEMAND-SIDE ANALYSIS****FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: DEMAND-SIDE ANALYSIS****2.2.4 CUSTOMER ENGAGEMENT SOLUTIONS MARKET ESTIMATION: SUPPLY-SIDE ANALYSIS****FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS****2.2.5 GROWTH FORECAST ASSUMPTIONS****TABLE 2 MARKET GROWTH ASSUMPTIONS****2.3 MARKET BREAKDOWN AND DATA TRIANGULATION****FIGURE 9 DATA TRIANGULATION****2.4 RESEARCH ASSUMPTIONS****2.4.1 RISK ASSESSMENT****TABLE 3 RISK ASSESSMENT: CUSTOMER ENGAGEMENT SOLUTIONS MARKET****3 EXECUTIVE SUMMARY****FIGURE 10 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2022–2027 (USD MILLION)****FIGURE 11 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022 VS. 2027 (USD MILLION)****FIGURE 12 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2022 VS. 2027 (USD MILLION)****FIGURE 13 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022 VS. 2027 (USD MILLION)****FIGURE 14 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022 VS. 2027 (USD MILLION)****FIGURE 15 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022 VS. 2027 (USD MILLION)****4 PREMIUM INSIGHTS****4.1 CUSTOMER ENGAGEMENT SOLUTIONS MARKET OVERVIEW****FIGURE 16 INCREASING USE OF E-COMMERCE AND M-COMMERCE PLATFORMS TO DRIVE MARKET GROWTH****4.2 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTIONS AND SERVICES (2022)****FIGURE 17 OMNICHANNEL SOLUTIONS SEGMENT EXPECTED TO ACCOUNT FOR LARGER MARKET SIZE IN 2022**

#### 4.3 GEOGRAPHICAL SNAPSHOT OF THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET

FIGURE 18 ASIA PACIFIC EXPECTED TO ACHIEVE HIGHEST GROWTH DURING FORECAST PERIOD

### 5 MARKET OVERVIEW AND INDUSTRY TRENDS

#### 5.1 INTRODUCTION

#### 5.2 MARKET DYNAMICS

FIGURE 19 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET

##### 5.2.1 DRIVERS

5.2.1.1 Rise in adoption of customer engagement solutions to reduce customer churn rate

FIGURE 20 MOST SIGNIFICANT RETAIL REVENUE DRIVERS, 2021

5.2.1.2 Increase in use of eCommerce and mCommerce platforms

5.2.1.3 Greater focus on delivering enhanced omnichannel customer engagement

FIGURE 21 COMMUNICATION CHANNELS USED TO INITIATE CUSTOMER ENGAGEMENT, 2021

5.2.1.4 Shift toward providing exclusive virtual experiences in the post-COVID-19 era

##### 5.2.2 RESTRAINTS

5.2.2.1 Data synchronization between customer engagement solutions and other technologies

5.2.2.2 Personalized expectations of customers

##### 5.2.3 OPPORTUNITIES

5.2.3.1 Increased applicability of Big Data and Machine Learning

5.2.3.2 Growth in investments in Artificial Intelligence (AI)

5.2.3.3 Surge in cross-selling and upselling activities

5.2.3.4 End-to-end business reorientation catalyzed by COVID-19

##### 5.2.4 CHALLENGES

5.2.4.1 Managing security with multiple customer touchpoints

5.2.4.2 Choosing the proper mix of technology and personnel

#### 5.3 IMPACT OF COVID-19 ON MARKET DYNAMICS

##### 5.3.1 DRIVERS AND OPPORTUNITIES

##### 5.3.2 RESTRAINTS AND CHALLENGES

##### 5.3.3 CUMULATIVE GROWTH ANALYSIS

#### 5.4 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 22 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: SUPPLY CHAIN

#### 5.5 ECOSYSTEM

FIGURE 23 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: ECOSYSTEM

TABLE 4 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: ECOSYSTEM

5.6 PRICING MODEL OF CUSTOMER ENGAGEMENT SOLUTIONS MARKET PLAYERS

TABLE 5 PRICING MODELS AND INDICATIVE PRICE POINTS, 2021–2022

5.7 TECHNOLOGY ANALYSIS

5.7.1 INTRODUCTION

5.7.2 ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

5.7.3 BLOCKCHAIN

5.7.4 AUGMENTED/VIRTUAL REALITY

5.7.5 INTERNET OF THINGS

5.8 CASE STUDY ANALYSIS

5.8.1 CASE STUDY 1: PETRIC USED AVAYA'S SOLUTION TO ENHANCE CUSTOMER SATISFACTION AND BUSINESS

5.8.2 CASE STUDY 2: WITH CONVERSATION INTELLIGENCE IN DYNAMICS 365 SALES, INVESTEC ENHANCED SALES CALLS

5.8.3 CASE STUDY 3: BANCO SANTANDER BRASIL DELIVERED EXCEPTIONAL CLIENT SERVICE AT SPEED WITH THE PEGA PLATFORM

5.8.4 CASE STUDY 4: CISCO DELIVERED STRONG DIGITAL CUSTOMER ENGAGEMENT WITH PEGA

5.8.5 CASE STUDY 5: THE CITY OF MESA OPTED FOR ASPECT UNIFIED IP SOLUTIONS FROM ALVARIA TO OFFER STRONG INTERACTION CHOICES

5.8.6 CASE STUDY 6: THE UNIVERSITY OF CALIFORNIA AT BERKELEY OFFERED EXCELLENT STUDENT SERVICES WITH SALESFORCE SERVICE CLOUD SOLUTION

5.8.7 CASE STUDY 7: SYNERGY ENTERPRISE ADOPTED THE FRESHSALES' SOLUTION TO ENHANCE CUSTOMER ENGAGEMENT

5.9 REVENUE SHIFT FOR THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET

FIGURE 24 REVENUE IMPACT ON THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET

5.10 PATENT ANALYSIS

5.10.1 METHODOLOGY

5.10.2 DOCUMENT TYPES OF PATENTS

TABLE 6 PATENTS FILED, 2019–2022

5.10.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 25 TOTAL NUMBER OF PATENTS GRANTED IN A YEAR, 2019–2021

5.10.3.1 Top applicants

FIGURE 26 TOP TEN COMPANIES WITH THE HIGHEST NUMBER OF PATENT APPLICATIONS, 2019–2021

TABLE 7 US: TOP TEN PATENT OWNERS IN THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2019–2021

TABLE 8 LIST OF A FEW PATENTS IN THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2020–2021

5.11 PORTER'S FIVE FORCES ANALYSIS

TABLE 9 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: PORTER'S FIVE FORCES MODEL

5.11.1 THREAT OF NEW ENTRANTS

5.11.2 THREAT OF SUBSTITUTES

5.11.3 BARGAINING POWER OF BUYERS

5.11.4 BARGAINING POWER OF SUPPLIERS

5.11.5 DEGREE OF COMPETITION

5.12 REGULATORY LANDSCAPE

5.12.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 14 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.12.1.1 North America

5.12.1.1.1 US

5.12.1.1.2 Canada

5.12.1.2 Europe

5.12.1.3 Asia Pacific

5.12.1.3.1 China

5.12.1.3.2 India

5.12.1.3.3 Australia

5.12.1.3.4 Japan

5.12.1.4 Middle East & Africa

5.12.1.4.1 Middle East

5.12.1.4.2 South Africa

5.12.1.5 Latin America

5.12.1.5.1 Brazil



#### 5.12.1.5.2 Mexico

### 5.13 KEY STAKEHOLDERS & BUYING CRITERIA

#### 5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 27 INFLUENCE OF STAKEHOLDERS IN THE BUYING PROCESS FOR THE TOP THREE END-USERS

TABLE 15 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR THE TOP THREE END-USERS

#### 5.13.2 BUYING CRITERIA

FIGURE 28 KEY BUYING CRITERIA FOR THE TOP THREE END-USERS

TABLE 16 KEY BUYING CRITERIA FOR THE TOP 3 END USERS

### 5.14 KEY CONFERENCES & EVENTS IN 2022-2023

TABLE 17 CUSTOMER ENGAGEMENT SOLUTIONS MARKET: DETAILED LIST OF CONFERENCES & EVENTS

## **6 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT**

### 6.1 INTRODUCTION

#### 6.1.1 COMPONENT: CUSTOMER ENGAGEMENT SOLUTIONS MARKET DRIVERS

#### 6.1.2 COMPONENT: COVID-19 IMPACT

FIGURE 29 SOLUTIONS SEGMENT EXPECTED TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 18 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 19 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

### 6.2 SOLUTIONS

FIGURE 30 ANALYTICS & REPORTING SEGMENT EXPECTED TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 20 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 21 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

TABLE 22 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 23 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

#### 6.2.1 OMNICHANNEL

6.2.1.1 Customer engagement solutions for seamless customer experience with an omnichannel approach

TABLE 24 OMNICHANNEL: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 25 OMNICHANNEL: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

#### 6.2.2 WORKFORCE OPTIMIZATION

6.2.2.1 Increased employee efficiency maintaining the lowest possible operational cost

TABLE 26 WORKFORCE OPTIMIZATION: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 27 WORKFORCE OPTIMIZATION: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

#### 6.2.3 ROBOTIC PROCESS OPTIMIZATION

6.2.3.1 Automation of business processes to increase productivity and enhance customer experience

TABLE 28 ROBOTIC PROCESS OPTIMIZATION: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 29 ROBOTIC PROCESS OPTIMIZATION: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

#### 6.2.4 ANALYTICS AND REPORTING

6.2.4.1 In-depth insights into customer activities to gain a competitive edge

TABLE 30 ANALYTICS AND REPORTING: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 31 ANALYTICS AND REPORTING: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

### 6.3 SERVICES

FIGURE 31 MANAGED SERVICES SEGMENT EXPECTED TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 32 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 33 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 34 SERVICES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 35 SERVICES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

#### 6.3.1 PROFESSIONAL SERVICES

TABLE 36 PROFESSIONAL SERVICES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 37 PROFESSIONAL SERVICES: CUSTOMER ENGAGEMENT SOLUTIONS

**MARKET, BY REGION, 2022–2027 (USD MILLION)****6.3.1.1 Integration and deployment services**

6.3.1.1.1 Integration services aiding the smooth functioning of customer engagement solutions in highly complex network infrastructures

**6.3.1.2 Support and maintenance services**

6.3.1.2.1 Timely support and effective maintenance services to achieve business goals and objectives

**6.3.1.3 Consulting services**

6.3.1.3.1 To enhance performance, reduce risks, and achieve customer satisfaction

**6.3.2 MANAGED SERVICES**

6.3.2.1 Improve the efficiency of inbound and outbound operations cost-effectively

**TABLE 38 MANAGED SERVICES: CUSTOMER ENGAGEMENT SOLUTIONS****MARKET, BY REGION, 2016–2021 (USD MILLION)****TABLE 39 MANAGED SERVICES: CUSTOMER ENGAGEMENT SOLUTIONS****MARKET, BY REGION, 2022–2027 (USD MILLION)****7 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE****7.1 INTRODUCTION****7.1.1 ORGANIZATION SIZE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET DRIVERS****7.1.2 ORGANIZATION SIZE: COVID-19 IMPACT**

**FIGURE 32 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT EXPECTED TO GROW AT HIGHER CAGR DURING FORECAST PERIOD**

**TABLE 40 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)****TABLE 41 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)****7.2 SMALL AND MEDIUM-SIZED ENTERPRISES****7.2.1 ADOPTION OF DIGITAL SOLUTIONS TO AUTOMATE SEVERAL INTERNAL PROCESSES****TABLE 42 SMALL AND MEDIUM-SIZED ENTERPRISES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)****TABLE 43 SMALL AND MEDIUM-SIZED ENTERPRISES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)****7.3 LARGE ENTERPRISES****7.3.1 CUSTOMER ENGAGEMENT SOLUTIONS FOR CONTINUING A DISTINGUISHABLE BRAND IDENTITY****TABLE 44 LARGE ENTERPRISES: CUSTOMER ENGAGEMENT SOLUTIONS**

MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 45 LARGE ENTERPRISES: CUSTOMER ENGAGEMENT SOLUTIONS

MARKET, BY REGION, 2022–2027 (USD MILLION)

## **8 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT MODE**

### 8.1 INTRODUCTION

8.1.1 DEPLOYMENT MODE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET DRIVERS

8.1.2 DEPLOYMENT MODE: COVID-19 IMPACT

FIGURE 33 CLOUD SEGMENT EXPECTED TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 46 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)

TABLE 47 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)

### 8.2 CLOUD

8.2.1 CLOUD DEPLOYMENT OFFERS RISK MANAGEMENT AND SECURITY OPERATIONS THROUGH A SINGLE PROVIDER

TABLE 48 CLOUD: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 49 CLOUD: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

### 8.3 ON-PREMISES

8.3.1 ON-PREMISES DEPLOYMENT OFFERS EFFICIENT CUSTOMER SERVICE  
TABLE 50 ON-PREMISES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 51 ON-PREMISES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

## **9 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL**

### 9.1 INTRODUCTION

9.1.1 VERTICAL: MARKET DRIVERS

9.1.2 VERTICAL: COVID-19 IMPACT

FIGURE 34 BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL EXPECTED TO GROW AT HIGHEST CAGR FROM 2022 TO 2027

TABLE 52 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 53 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

9.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

9.2.1 AUTOMATED CUSTOMER ONBOARDING AND AI-ENABLED CHATBOTS

TABLE 54 BANKING, FINANCIAL SERVICES, AND INSURANCE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 55 BANKING, FINANCIAL SERVICES, AND INSURANCE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

9.3 RETAIL & CONSUMER GOODS

9.3.1 INCREASE IN DIGITAL TRANSFORMATION AND CUSTOMER-CENTRIC APPROACH IN RETAIL

TABLE 56 RETAIL & CONSUMER GOODS: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 57 RETAIL & CONSUMER GOODS: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

9.4 TELECOM & IT

9.4.1 NEED TO ENHANCE CUSTOMER EXPERIENCE TO GAIN A COMPETITIVE EDGE

TABLE 58 TELECOM & IT: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 59 TELECOM & IT: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

9.5 AUTOMOTIVE

9.5.1 ENHANCED CUSTOMER EXPERIENCE BY PROVIDING PERSONALIZED SOLUTIONS

TABLE 60 AUTOMOTIVE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 61 AUTOMOTIVE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

9.6 TRANSPORTATION & LOGISTICS

9.6.1 NEED TO PROVIDE QUICK SOLUTIONS TO CUSTOMERS' QUERIES WITH MODERN CUSTOMER ENGAGEMENT SOLUTIONS

TABLE 62 TRANSPORTATION & LOGISTICS: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 63 TRANSPORTATION & LOGISTICS: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

9.7 TRAVEL & HOSPITALITY

9.7.1 ADOPTION OF ARTIFICIAL INTELLIGENCE AND CHATBOTS FOR SMART ROOMS AND ROBOTS FOR HOUSEKEEPING PROMOTE TRAVEL & HOSPITALITY

TABLE 64 TRAVEL & HOSPITALITY: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 65 TRAVEL & HOSPITALITY: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.8 MEDIA & ENTERTAINMENT

9.8.1 MEDIA QUEST FOR ADVANCED ANALYTICS AND PERSONALIZED CONTENT

TABLE 66 MEDIA & ENTERTAINMENT: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 67 MEDIA & ENTERTAINMENT: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.9 HEALTHCARE & LIFESCIENCES

9.9.1 INTELLIGENT OMNICHANNEL INTERACTIONS TO DRIVE HEALTHCARE & LIFESCIENCES VERTICAL

TABLE 68 HEALTHCARE & LIFESCIENCES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 69 HEALTHCARE & LIFESCIENCES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.10 MANUFACTURING

9.10.1 SHIFTING FROM MANUAL TO DIGITAL END-TO-END SOLUTIONS TO BENEFIT MANUFACTURING VERTICAL

TABLE 70 MANUFACTURING: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 71 MANUFACTURING: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.11 OTHER VERTICALS

TABLE 72 OTHER VERTICALS: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 73 OTHER VERTICALS: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2022–2027 (USD MILLION)

# 10 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION

## 10.1 INTRODUCTION

10.1.1 COVID-19 IMPACT ON THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET

TABLE 74 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 75 CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY REGION,

2022–2027 (USD MILLION)

## 10.2 NORTH AMERICA

### 10.2.1 PESTLE ANALYSIS: NORTH AMERICA

FIGURE 35 NORTH AMERICA: MARKET SNAPSHOT

TABLE 76 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 77 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 78 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 79 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 80 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 81 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 82 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 83 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 84 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 85 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 86 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 87 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

TABLE 88 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)

TABLE 89 NORTH AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

### 10.2.2 UNITED STATES

#### 10.2.2.1 Presence of major players in the US to drive market growth

TABLE 90 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 91 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 92 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY

SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 93 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 94 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 95 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 96 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 97 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 98 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 99 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 100 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 101 UNITED STATES: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

### 10.2.3 CANADA

10.2.3.1 Adoption of technologies such as AI and 5G increases customer engagement in Canada

TABLE 102 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 103 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 104 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 105 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 106 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 107 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 108 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 109 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 110 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY



DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 111 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 112 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 113 CANADA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

### 10.3 EUROPE

#### 10.3.1 PESTLE ANALYSIS: EUROPE

TABLE 114 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 115 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 116 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 117 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 118 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 119 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 120 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 121 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 122 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 123 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 124 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 125 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

TABLE 126 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)

TABLE 127 EUROPE: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

#### 10.3.2 UNITED KINGDOM

##### 10.3.2.1 Adoption of a cloud-based platform in the UK to drive the customer

engagement solutions market growth

TABLE 128 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 129 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 130 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 131 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 132 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 133 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 134 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 135 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 136 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 137 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 138 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 139 UNITED KINGDOM: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

### 10.3.3 GERMANY

10.3.3.1 Omnichannel customer engagement strategy to drive the market growth in Germany

### 10.3.4 REST OF EUROPE

## 10.4 ASIA PACIFIC

### 10.4.1 PESTLE ANALYSIS: ASIA PACIFIC

FIGURE 36 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 140 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 141 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 142 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 143 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY

SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 144 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 145 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 146 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 147 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 148 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 149 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 150 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 151 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

TABLE 152 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)

TABLE 153 ASIA PACIFIC: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

#### 10.4.2 INDIA

10.4.2.1 Adoption of the mobile phone-led consumer market to boost customer engagement solutions market in India

TABLE 154 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 155 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 156 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 157 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 158 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 159 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 160 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 161 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY

ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 162 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 163 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 164 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 165 INDIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

#### 10.4.3 CHINA

10.4.3.1 Adoption of digitalization solutions to cut costs, improve client relations, and prolong a client life cycle in China

#### 10.4.4 JAPAN

10.4.4.1 R&D capabilities and regulatory reforms by the government to drive growth in Japan

#### 10.4.5 REST OF ASIA PACIFIC

### 10.5 MIDDLE EAST & AFRICA

#### 10.5.1 PESTLE ANALYSIS: MIDDLE EAST & AFRICA

TABLE 166 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 167 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 168 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 169 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 170 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 171 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 172 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 173 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 174 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 175 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 176 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS

MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 177 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS

MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

TABLE 178 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS

MARKET, BY COUNTRY, 2016–2021 (USD MILLION)

TABLE 179 MIDDLE EAST & AFRICA: CUSTOMER ENGAGEMENT SOLUTIONS

MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

#### 10.5.2 KINGDOM OF SAUDI ARABIA

10.5.2.1 Vision 2030 to create huge opportunities in the customer engagement solutions market

TABLE 180 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 181 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 182 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 183 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 184 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 185 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 186 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 187 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 188 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 189 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 190 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 191 KINGDOM OF SAUDI ARABIA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

#### 10.5.3 SOUTH AFRICA

10.5.3.1 Mobile-based subscriptions and computing deployments to bring growth to the market

#### 10.5.4 REST OF THE MIDDLE EAST & AFRICA

#### 10.6 LATIN AMERICA

### 10.6.1 PESTLE ANALYSIS: LATIN AMERICA

TABLE 192 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 193 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 194 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 195 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 196 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 197 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 198 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 199 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 200 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 201 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 202 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 203 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

TABLE 204 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)

TABLE 205 LATIN AMERICA: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

### 10.6.2 MEXICO

10.6.2.1 Digital transformation and adoption of mobile applications to drive growth in Mexico

TABLE 206 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 207 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

TABLE 208 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SOLUTION TYPE, 2016–2021 (USD MILLION)

TABLE 209 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY

SOLUTION TYPE, 2022–2027 (USD MILLION)

TABLE 210 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2016–2021 (USD MILLION)

TABLE 211 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY SERVICE TYPE, 2022–2027 (USD MILLION)

TABLE 212 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 213 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 214 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2016–2021 (USD MILLION)

TABLE 215 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY DEPLOYMENT TYPE, 2022–2027 (USD MILLION)

TABLE 216 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 217 MEXICO: CUSTOMER ENGAGEMENT SOLUTIONS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

#### 10.6.3 BRAZIL

10.6.3.1 Higher use of the Internet and smartphones to drive market growth in Brazil

#### 10.6.4 REST OF LATIN AMERICA

## 11 COMPETITIVE LANDSCAPE

### 11.1 INTRODUCTION

### 11.2 RANKING OF LEADING PLAYERS

FIGURE 37 RANKING OF LEADING PLAYERS IN THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET, 2022

### 11.3 HISTORICAL REVENUE ANALYSIS

FIGURE 38 HISTORICAL THREE-YEAR REVENUE ANALYSIS OF LEADING PLAYERS, 2019–2021 (USD MILLION)

### 11.4 COMPETITIVE OVERVIEW

TABLE 218 KEY DEVELOPMENTS BY LEADING PLAYERS IN THE CUSTOMER ENGAGEMENT SOLUTIONS MARKET

### 11.5 COMPANY PRODUCT FOOTPRINT ANALYSIS

TABLE 219 COMPANY PRODUCT FOOTPRINT

TABLE 220 COMPANY SOLUTION FOOTPRINT

TABLE 221 COMPANY VERTICAL FOOTPRINT

TABLE 222 COMPANY REGION FOOTPRINT

### 11.6 COMPANY EVALUATION QUADRANT

11.6.1 STARS

11.6.2 EMERGING LEADERS

11.6.3 PERVASIVE PLAYERS

11.6.4 PARTICIPANTS

FIGURE 39 KEY CUSTOMER ENGAGEMENT SOLUTIONS MARKET PLAYERS, COMPANY EVALUATION MATRIX, 2022

11.7 STARTUP/SME EVALUATION QUADRANT

11.7.1 PROGRESSIVE COMPANIES

11.7.2 RESPONSIVE COMPANIES

11.7.3 DYNAMIC COMPANIES

11.7.4 STARTING BLOCKS

FIGURE 40 STARTUP/SME CUSTOMER ENGAGEMENT SOLUTIONS MARKET EVALUATION MATRIX, 2022

11.8 COMPETITIVE SCENARIO

11.8.1 PRODUCT LAUNCHES

TABLE 223 PRODUCT LAUNCHES, 2020–2021

11.8.2 DEALS

TABLE 224 DEALS, 2020–2022

11.8.3 OTHERS

TABLE 225 OTHERS, 2020–2021

## **12 COMPANY PROFILES**

12.1 MAJOR PLAYERS

(Business Overview, Products, Key Insights, Recent Developments, Response to COVID-19, MnM View)\*

12.1.1 AVAYA

TABLE 226 AVAYA: BUSINESS OVERVIEW

FIGURE 41 AVAYA: FINANCIAL OVERVIEW

TABLE 227 AVAYA: PRODUCTS OFFERED

TABLE 228 AVAYA: PRODUCT LAUNCHES

TABLE 229 AVAYA: DEALS

12.1.2 NICE SYSTEMS

TABLE 230 NICE SYSTEMS: BUSINESS OVERVIEW

FIGURE 42 NICE SYSTEMS: FINANCIAL OVERVIEW

TABLE 231 NICE SYSTEMS: PRODUCTS OFFERED

TABLE 232 NICE SYSTEMS: PRODUCT LAUNCHES

TABLE 233 NICE SYSTEMS: DEALS

TABLE 234 NICE SYSTEMS: OTHERS



### 12.1.3 ORACLE

TABLE 235 ORACLE: BUSINESS OVERVIEW  
FIGURE 43 ORACLE: FINANCIAL OVERVIEW  
TABLE 236 ORACLE: PRODUCTS OFFERED  
TABLE 237 ORACLE: DEALS

### 12.1.4 SALESFORCE

TABLE 238 SALESFORCE: BUSINESS OVERVIEW  
FIGURE 44 SALESFORCE: FINANCIAL OVERVIEW  
TABLE 239 SALESFORCE: PRODUCTS OFFERED  
TABLE 240 SALESFORCE: DEALS  
TABLE 241 SALESFORCE: OTHERS

### 12.1.5 SAP

TABLE 242 SAP: BUSINESS OVERVIEW  
FIGURE 45 SAP: FINANCIAL OVERVIEW  
TABLE 243 SAP: PRODUCTS OFFERED  
TABLE 244 SAP: DEALS

### 12.1.6 IBM

TABLE 245 IBM: BUSINESS OVERVIEW  
FIGURE 46 IBM: FINANCIAL OVERVIEW  
TABLE 246 IBM: PRODUCTS OFFERED  
TABLE 247 IBM: DEALS

### 12.1.7 MICROSOFT

TABLE 248 MICROSOFT: BUSINESS OVERVIEW  
FIGURE 47 MICROSOFT: FINANCIAL OVERVIEW  
TABLE 249 MICROSOFT: PRODUCTS OFFERED  
TABLE 250 MICROSOFT: DEALS

### 12.1.8 ZENDESK

TABLE 251 ZENDESK: BUSINESS OVERVIEW  
FIGURE 48 ZENDESK: FINANCIAL OVERVIEW  
TABLE 252 ZENDESK: PRODUCTS OFFERED  
TABLE 253 ZENDESK: DEALS

### 12.1.9 PEGASYSTEMS

TABLE 254 PEGASYSTEMS: BUSINESS OVERVIEW  
FIGURE 49 PEGASYSTEMS: FINANCIAL OVERVIEW  
TABLE 255 PEGASYSTEMS: PRODUCTS OFFERED  
TABLE 256 PEGASYSTEMS: DEALS

### 12.1.10 SERVICENOW

TABLE 257 SERVICENOW: BUSINESS OVERVIEW  
FIGURE 50 SERVICENOW: FINANCIAL OVERVIEW

TABLE 258 SERVICENOW: PRODUCTS OFFERED

TABLE 259 SERVICENOW: PRODUCT LAUNCHES

TABLE 260 SERVICENOW: DEALS

12.1.11 OPENTEXT

TABLE 261 OPENTEXT: BUSINESS OVERVIEW

FIGURE 51 OPENTEXT: FINANCIAL OVERVIEW

TABLE 262 OPENTEXT: PRODUCTS OFFERED

TABLE 263 OPENTEXT: DEALS

12.1.12 VERINT SYSTEMS

TABLE 264 VERINT SYSTEMS: BUSINESS OVERVIEW

FIGURE 52 VERINT SYSTEMS: FINANCIAL OVERVIEW

TABLE 265 VERINT SYSTEMS: PRODUCTS OFFERED

TABLE 266 VERINT SYSTEMS: DEALS

TABLE 267 VERINT SYSTEMS: OTHERS

12.1.13 EGAIN CORPORATION

TABLE 268 EGAIN CORPORATION: BUSINESS OVERVIEW

FIGURE 53 EGAIN CORPORATION: FINANCIAL OVERVIEW

TABLE 269 EGAIN CORPORATION: PRODUCTS OFFERED

TABLE 270 EGAIN CORPORATION: PRODUCT LAUNCHES

TABLE 271 EGAIN CORPORATION: DEALS

12.1.14 ENGHOUSE SYSTEMS

TABLE 272 ENGHOUSE SYSTEMS: BUSINESS OVERVIEW

FIGURE 54 ENGHOUSE SYSTEMS: FINANCIAL OVERVIEW

TABLE 273 ENGHOUSE SYSTEMS: PRODUCTS OFFERED

TABLE 274 ENGHOUSE SYSTEMS: DEALS

12.1.15 ALVARIA

12.1.16 GENESYS

12.1.17 FRESHWORKS

12.1.18 IFS-MPLSYSTEMS

12.1.19 CALABRIO

12.1.20 KHOROS

12.1.21 PRECISELY

12.2 STARTUPS/SMES

12.2.1 CREATIO

12.2.2 CRMNEXT

12.2.3 SUGARCRM

12.2.4 WEBENGAGE

12.2.5 UPSHOT

12.2.6 MOENGAGE

12.2.7 CHURNZERO

12.2.8 SENTIMETER

\*Details on Business Overview, Products, Key Insights, Recent Developments, Response to COVID-19, MnM View might not be captured in case of unlisted companies.

## **13 ADJACENT/RELATED MARKETS**

### **13.1 CUSTOMER EXPERIENCE MANAGEMENT MARKET**

13.1.1 MARKET DEFINITION

13.1.2 MARKET OVERVIEW

13.1.3 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY COMPONENT

TABLE 275 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 276 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 277 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY SERVICE, 2015–2020 (USD MILLION)

TABLE 278 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY SERVICE, 2021–2026 (USD MILLION)

13.1.4 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY DEPLOYMENT TYPE

TABLE 279 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY DEPLOYMENT TYPE, 2015–2020 (USD MILLION)

TABLE 280 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

13.1.5 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY ORGANIZATION SIZE

TABLE 281 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2015–2020 (USD MILLION)

TABLE 282 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

13.1.6 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY VERTICAL

TABLE 283 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 284 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY VERTICAL, 2021–2026 (USD MILLION)

13.1.7 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY REGION

TABLE 285 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY REGION,

2015–2020 (USD MILLION)

TABLE 286 CUSTOMER EXPERIENCE MANAGEMENT MARKET, BY REGION,  
2021–2026 (USD MILLION)

13.2 CUSTOMER ANALYTICS MARKET

13.2.1 MARKET DEFINITION

13.2.2 MARKET OVERVIEW

13.2.3 CUSTOMER ANALYTICS MARKET, BY COMPONENT

TABLE 287 CUSTOMER ANALYTICS MARKET, BY COMPONENT, 2018–2025 (USD  
MILLION)

TABLE 288 SOLUTIONS MARKET, BY TYPE, 2018–2025 (USD MILLION)

TABLE 289 SERVICES MARKET, BY TYPE, 2018–2025 (USD MILLION)

TABLE 290 PROFESSIONAL SERVICES MARKET, BY TYPE, 2018–2025 (USD  
MILLION)

13.2.4 CUSTOMER ANALYTICS MARKET, BY DEPLOYMENT MODE

TABLE 291 CUSTOMER ANALYTICS MARKET, BY DEPLOYMENT MODE,  
2018–2025 (USD MILLION)

13.2.5 CUSTOMER ANALYTICS MARKET, BY ORGANIZATION SIZE

TABLE 292 CUSTOMER ANALYTICS MARKET, BY ORGANIZATION SIZE,  
2018–2025 (USD MILLION)

13.2.6 CUSTOMER ANALYTICS MARKET, BY APPLICATION

TABLE 293 CUSTOMER ANALYTICS MARKET, BY APPLICATION, 2018–2025 (USD  
MILLION)

13.2.7 CUSTOMER ANALYTICS MARKET, BY DATA SOURCE

TABLE 294 CUSTOMER ANALYTICS MARKET, BY DATA SOURCE, 2018–2025  
(USD MILLION)

13.2.8 CUSTOMER ANALYTICS MARKET, BY VERTICAL

TABLE 295 CUSTOMER ANALYTICS MARKET, BY VERTICAL, 2018–2025 (USD  
MILLION)

13.2.9 CUSTOMER ANALYTICS MARKET, BY REGION

TABLE 296 CUSTOMER ANALYTICS MARKET, BY REGION, 2018–2025 (USD  
MILLION)

13.3 CUSTOMER SUCCESS PLATFORMS MARKET

13.3.1 MARKET DEFINITION

13.3.2 MARKET OVERVIEW

13.3.3 CUSTOMER SUCCESS PLATFORMS MARKET, BY COMPONENT

TABLE 297 CUSTOMER SUCCESS PLATFORMS MARKET, BY COMPONENT,  
2015–2019 (USD MILLION)

TABLE 298 CUSTOMER SUCCESS PLATFORMS MARKET, BY COMPONENT,  
2019–2025 (USD MILLION)

TABLE 299 CUSTOMER SUCCESS PLATFORMS MARKET, BY SERVICE, 2015–2019 (USD MILLION)

TABLE 300 CUSTOMER SUCCESS PLATFORMS MARKET, BY SERVICE, 2019–2025 (USD MILLION)

TABLE 301 PROFESSIONAL SERVICES MARKET, BY TYPE, 2015–2019 (USD MILLION)

TABLE 302 PROFESSIONAL SERVICES, BY TYPE, 2019–2025 (USD MILLION)

13.3.4 CUSTOMER SUCCESS PLATFORMS MARKET, BY APPLICATION

TABLE 303 CUSTOMER SUCCESS PLATFORMS MARKET, BY APPLICATION, 2015–2019 (USD MILLION)

TABLE 304 CUSTOMER SUCCESS PLATFORMS MARKET, BY APPLICATION, 2019–2025 (USD MILLION)

13.3.5 CUSTOMER SUCCESS PLATFORMS MARKET, BY DEPLOYMENT MODE

TABLE 305 CUSTOMER SUCCESS PLATFORMS MARKET, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)

TABLE 306 CUSTOMER SUCCESS PLATFORMS MARKET, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)

13.3.6 CUSTOMER SUCCESS PLATFORMS MARKET, BY ORGANIZATION SIZE

TABLE 307 CUSTOMER SUCCESS PLATFORMS MARKET, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)

TABLE 308 CUSTOMER SUCCESS PLATFORMS MARKET, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

13.3.7 CUSTOMER SUCCESS PLATFORMS MARKET, BY VERTICAL

TABLE 309 CUSTOMER SUCCESS PLATFORMS MARKET, BY VERTICAL, 2015–2019 (USD MILLION)

TABLE 310 CUSTOMER SUCCESS PLATFORMS MARKET, BY VERTICAL, 2019–2025 (USD MILLION)

13.3.8 CUSTOMER SUCCESS PLATFORMS MARKET, BY REGION

TABLE 311 CUSTOMER SUCCESS PLATFORMS MARKET, BY REGION, 2015–2019 (USD MILLION)

TABLE 312 CUSTOMER SUCCESS PLATFORMS MARKET, BY REGION, 2019–2025 (USD MILLION)

## **14 APPENDIX**

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORTS

## 14.5 AUTHOR DETAILS

## I would like to order

Product name: Customer Engagement Solutions Market by Component (Solutions and Services),  
Deployment Type (Cloud and On-premises), Organization Size, Vertical (BFSI, Telecom  
& IT, and Retail & Consumer Goods) and Region - Global Forecast to 2027

Product link: <https://marketpublishers.com/r/C19CB7E428DEN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer  
Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click  
button on product page <https://marketpublishers.com/r/C19CB7E428DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form  
below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms  
& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970