

# Customer Success Platforms Market by Component, Application (Sales and Marketing Optimization, Risk and Compliance Management, Reporting and Analytics), Deployment Mode, Organization Size, Vertical, and Region - Global Forecast to 2025

<https://marketpublishers.com/r/CE9FF0B396FEN.html>

Date: January 2021

Pages: 294

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

ID: CE9FF0B396FEN

## Abstracts

The global customer success platforms market size is expected to grow from USD 1.0 billion in 2020 to USD 2.5 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 20.4% during the forecast period. Customer success platforms are used by organizations to create unique, 360-degree view of customers based on data captured from multiple channels, including offline as well as online channels, such as mobile, web, CRM, social media, third-party apps, and email. Such solutions have applications in numerous areas, including sales and marketing management, CEM, risk and compliance management, and revenue management.

COVID-19 is disrupting the world, businesses, and economies, thus impacting the livelihood of people, their interaction, and the way they manage their businesses. The ability to sustain is becoming the new normal for enterprises as they are shifting their focus from growth opportunities to the implementation of drastic measures for mitigating the impact of the COVID-19 pandemic. The competition among major customer success platforms companies is expected to be furious as most upcoming AI and analytics projects are kept on hold due to the pandemic. Hence, several companies would fight to gain a single project. Businesses are trying to return back to normal and facing multiple challenges on the customer as well as operational side. Meeting customer expectations in terms of optimizing processes, increasing security concerns due to various voice-related recording systems and networks, growing network connectivity issues, and declining industrial and manufacturing operations are some of the key business challenges. New practices such as work from home and social distancing are creating

the need for remote monitoring, smart payment technologies, and building digital infrastructure for large-scale deployments. With a sudden surge in remote workers, there is an increase in the demand for advanced customer success platforms and services to effectively store and safeguard a huge amount of customer data.

Among Application, the reporting and analytics segment to record the highest growth during the forecast period

By application, the customer success platforms is segmented into sales and marketing optimization, risk and compliance management, customer segmentation, customer service, reporting and analytics, customer onboarding and others (revenue management, customer engagement, workflow management, and project administration). Reporting and analytics segment is expected to account for a highest market growth rate during the forecast period. Reporting and analytics tools are essential for visualization that help end users to sort out essential customer details. Reporting and analytics tools are typically used by analysts and data scientists to analyze customer data and optimize customer decisions. Insights obtained from customer success platforms are used to address a variety of use cases, including acquisition, retention, and cross-sell/upsell.

Among services, the managed services segment to record the higher CAGR during the forecast period

The services segment in the customer success platforms market has been further divided into professional services and managed services. These services play a vital role in the functioning of customer success platforms. The growth of managed services can be attributed to the provision of technical expertise, helping companies enhance their focus on the core business processes. Customer success platforms vendors require technical support services and consulting services to quickly and smoothly deploy their software tools in the market. These services help maximize the value of enterprise investments. Service providers ensure end-to-end deployment and maintenance of customer success platforms and address pre- and post-deployment queries.

Among deployment mode, the on-premises deployment segment to record the higher CAGR during the forecast period

The customer success platforms market by deployment mode includes the on-premises and cloud segments. Deployment refers to the setting-up of the hardware, operating

systems, and applications required to manage the IT ecosystem. Customer success platforms can be deployed through either mode based on security, availability, and scalability. Lower cost, greater agility, and speed of cloud are expected to drive the adoption of customer success platforms in rapidly evolving verticals, such as media and entertainment, architecture and construction, and retail and eCommerce. Easy integration of data with existing applications and databases would lead to the adoption of on-premises customer success platforms across the globe.

Among organization size, the SME's segment to record the higher CAGR during the forecast period

customer success platforms is widely being used across major verticals. Its adoption is increasing, irrespective of organization size. Based on organization size, the customer success platforms market is segmented into SMEs and large enterprises. Organizations are categorized among these two types based on their employee strength. SMEs have realized the necessity to structure large volumes of customer data, which increases with time. The adoption of customer success platforms and services is expected to be high among SMEs due to the availability of low-cost deployment options. The ever-growing volume of customer data due to the use of social media, mobile applications, and mobile devices is one of the major factors increasing the adoption of customer success platforms and services among SMEs and large enterprises.

Among verticals, the healthcare and life sciences vertical to record the highest CAGR during the forecast period

customer success platforms is gaining traction across key verticals, owing to the proliferation of customer data and demand for operational efficiency by organizations. The customer success platforms market by vertical into BFSI, retail and eCommerce, healthcare and life sciences, IT and telecom, transportation and logistics, manufacturing, energy and utilities, government and public sector, and others (media and entertainment, travel and hospitality, and education). The demand for enhanced patient experiences and quality care for personalized treatments in real time is expected to drive the market growth in the healthcare and life sciences industry vertical. A customer success platforms is a powerful architecture with the potential to transform healthcare services by providing a singular repository for structured, semi-structured, variable format, internal, and external data. It enables data scientists and healthcare analysts to mine data that is scattered across data warehouses, data marts, Operational Systems (OS), transactional systems, and external data sources.

Among regions, North America to hold the largest market size during the forecast period

North America is expected to hold the largest market size in the global customer success platforms market during the forecast period. The key factor favoring the growth of the customer success platforms market in North America is the increasing demand for advanced customer viewing experience by small and medium businesses and government agencies would fuel the demand for customer success platforms across North America. Europe is expected to be in second position in terms of market size and market share during the forecast period. The delivery of unprecedented manufacturing productivity improvements and increased speed and reliability of quality assurance and validation processes are some of the factors driving the customer success platforms market growth in Europe. APAC is expected to record the fastest growth rate during the forecast period. The customer success platforms market is expected to witness considerable developments and adoption of solutions across APAC during the forecast period. The increasing number of players across different regions is further expected to drive the customer success platforms market.

#### 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 success platforms market.

By Company: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 50%, Directors: 30%, & Other level: 20%

By Region: North America: 30%, APAC: 25%, Europe: 30%, Latin America: 10%, Middle East and Africa: 5%

The report includes the study of key players offering customer success platforms and services. It profiles major vendors in the global customer success platforms market. The major vendors in the global customer success platforms market include Salesforce (US), Cisco(US), HubSpot (US), Gainsight (US), Freshworks (US), Totango (US), Amity (Canada), Strikedeck (US), ChurnZero (US), SmartKarrot (US), ClientSuccess (US), Bolstra (US), UserIQ (US), Planhat (Sweden), Salesmachine (US), Catalyst (US), AppsForOps (Australia), Armatic (US), CustomerSuccessBox (US), Clientshare (UK), Wootric (US), ZoomInfo (US), Akita (Ireland), Intercom (US), WalkMe (US), and Custify

(Romania).

## Research Coverage

The customer success platforms market is segmented by component, application, deployment mode, organization size, vertical, and region. A detailed analysis of the key industry players has been undertaken to provide insights into their business overviews; services; key strategies; new service launches; partnerships, agreements, and collaborations; business expansions; and competitive landscape associated with the global customer success platforms market.

## Key Benefits of Buying the Report

The report would help the market leaders/new entrants in the following ways:

It comprehensively segments the customer success platforms market and provides the closest approximations of the revenue numbers for the overall market and its subsegments across regions.

It would help stakeholders understand the pulse of the market and provide information on the key market drivers, restraints, challenges, and opportunities.

It would help stakeholders understand their competitors better and gain more insights to enhance their positions in the market. The competitive landscape section includes a competitor ecosystem, new service developments, partnerships, and acquisitions.

## Contents

### 1 INTRODUCTION

#### 1.1 INTRODUCTION TO COVID-19

#### 1.2 COVID-19 HEALTH ASSESSMENT

##### FIGURE 1 COVID-19: GLOBAL PROPAGATION

##### FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

#### 1.3 COVID-19 ECONOMIC ASSESSMENT

##### FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT G20 COUNTRIES IN 2020

##### 1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

##### FIGURE 4 FACTORS IMPACTING GLOBAL ECONOMY

##### FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

#### 1.4 OBJECTIVES OF THE STUDY

#### 1.5 MARKET DEFINITION

##### 1.5.1 INCLUSIONS AND EXCLUSIONS

#### 1.6 MARKET SCOPE

##### 1.6.1 MARKET SEGMENTATION

##### 1.6.2 REGIONS COVERED

##### 1.6.3 YEARS CONSIDERED FOR STUDY

#### 1.7 CURRENCY CONSIDERED

##### TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2017–2019

#### 1.8 STAKEHOLDERS

#### 1.9 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

##### FIGURE 6 CUSTOMER SUCCESS PLATFORMS MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

##### 2.1.2 PRIMARY DATA

##### TABLE 2 PRIMARY INTERVIEWS

##### 2.1.2.1 Breakup of primary profiles

##### 2.1.2.2 Key industry insights

#### 2.2 MARKET BREAKUP AND DATA TRIANGULATION

##### FIGURE 7 DATA TRIANGULATION

#### 2.3 MARKET SIZE ESTIMATION

##### FIGURE 8 CUSTOMER SUCCESS PLATFORMS MARKET: TOP-DOWN AND



## BOTTOM-UP APPROACHES

### 2.3.1 TOP-DOWN APPROACH

### 2.3.2 BOTTOM-UP APPROACH

FIGURE 9 MARKET SIZE ESTIMATION METHODOLOGY ? APPROACH 1 (SUPPLY SIDE): REVENUE OF PLATFORMS/SERVICES OF THE CUSTOMER SUCCESS PLATFORMS MARKET

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY ? APPROACH 2 BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF ALL PLATFORMS/SERVICES OF THE CUSTOMER SUCCESS PLATFORMS MARKET

FIGURE 11 MARKET SIZE ESTIMATION METHODOLOGY—APPROACH 3—BOTTOM-UP (DEMAND SIDE): SHARE OF CUSTOMER SUCCESS PLATFORMS THROUGH OVERALL CUSTOMER SUCCESS PLATFORMS SPENDING

## 2.4 MARKET FORECAST

TABLE 3 FACTOR ANALYSIS

## 2.5 COMPANY EVALUATION MATRIX METHODOLOGY

FIGURE 12 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE

## 2.6 STARTUP/SME COMPETITIVE EVALUATION QUADRANT METHODOLOGY

FIGURE 13 STARTUP/SME COMPANY EVALUATION QUADRANT: CRITERIA WEIGHTAGE

## 2.7 ASSUMPTIONS FOR THE STUDY

## 2.8 LIMITATIONS OF THE STUDY

## 2.9 IMPLICATIONS OF COVID-19 ON CUSTOMER SUCCESS PLATFORMS MARKET

## 3 EXECUTIVE SUMMARY

TABLE 4 GLOBAL CUSTOMER SUCCESS PLATFORMS MARKET SIZE AND GROWTH RATE, 2015–2019 (USD MILLION, Y-O-Y %)

TABLE 5 GLOBAL CUSTOMER SUCCESS PLATFORMS MARKET SIZE AND GROWTH RATE, 2019–2025 (USD MILLION, Y-O-Y %)

FIGURE 14 PLATFORMS SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

FIGURE 15 PROFESSIONAL SERVICES SEGMENT TO HOLD A HIGHER MARKET SHARE IN 2020

FIGURE 16 SYSTEM INTEGRATION AND IMPLEMENTATION SEGMENT TO HOLD THE LARGEST MARKET SIZE IN 2020

FIGURE 17 SALES AND MARKETING OPTIMIZATION SEGMENT TO HOLD THE HIGHEST MARKET SHARE IN 2020

FIGURE 18 CLOUD SEGMENT TO HOLD A HIGHER MARKET SHARE IN 2020

FIGURE 19 LARGE ENTERPRISES SEGMENT TO HOLD A LARGER MARKET SIZE

IN 2020

FIGURE 20 BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL TO HOLD THE HIGHEST MARKET SHARE IN 2020

FIGURE 21 NORTH AMERICA TO HOLD THE HIGHEST MARKET SHARE AND ASIA PACIFIC TO GROW AT THE HIGHEST CAGR IN THE CUSTOMER SUCCESS PLATFORMS MARKET IN 2020

## **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE OPPORTUNITIES IN THE CUSTOMER SUCCESS PLATFORMS MARKET

FIGURE 22 GROWING DEMAND FOR ADVANCED ANALYTICAL-BASED SOLUTIONS TO MONITOR CUSTOMER SCORES AND REDUCE CHURN RATE TO DRIVE THE GROWTH OF THE CUSTOMER SUCCESS PLATFORMS MARKET

4.2 CUSTOMER SUCCESS PLATFORMS MARKET: TOP 3 APPLICATION

FIGURE 23 REPORTING AND ANALYTICS SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

4.3 CUSTOMER SUCCESS PLATFORMS MARKET: BY COMPONENT AND TOP 3 VERTICAL

FIGURE 24 PLATFORMS SEGMENT AND BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL TO HOLD HIGH MARKET SHARES IN 2020

4.4 CUSTOMER SUCCESS PLATFORMS MARKET: BY REGION

FIGURE 25 NORTH AMERICA TO HOLD THE HIGHEST MARKET SHARE IN 2020

## **5 MARKET OVERVIEW**

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 26 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: CUSTOMER SUCCESS PLATFORMS MARKET

5.2.1 DRIVERS

5.2.1.1 Advent of cloud computing in customer success

5.2.1.2 Growing demand for advance analytical-based solutions to monitor customer scores and reduce churn rates

5.2.1.3 Increasing data volume due to growing digitalization

5.2.1.4 Rising need to plan better customer engagement strategies through omnichannel

5.2.2 RESTRAINTS

5.2.2.1 Data aggregation and synchronization from multiple silos



5.2.2.2 Data privacy laws and protection of customer data from cyberattacks and breaches

### 5.2.3 OPPORTUNITIES

5.2.3.1 Emergence of AI and ML to better monitor customer journey

5.2.3.2 Increasing investments by startups in identifying growth opportunities

### 5.2.4 CHALLENGES

5.2.4.1 Data security and privacy concerns

5.2.4.2 Difficulty in synchronizing CX data collected from different touchpoints within different domains

5.2.4.3 Extensive time required for creating promotional marketing campaigns

### 5.2.5 CUMULATIVE GROWTH ANALYSIS

## 5.3 CUSTOMER SUCCESS PROCESS

FIGURE 27 FLOW DIAGRAM: CUSTOMER SUCCESS PROCESS

## 5.4 CASE STUDY ANALYSIS

### 5.4.1 INTRODUCTION

5.4.1.1 Use case: Scenario 1

5.4.1.2 Use case: Scenario 2

5.4.1.3 Use case: Scenario 3

5.4.1.4 Use case: Scenario 4

## 5.5 PATENT ANALYSIS

## 5.6 SUPPLY CHAIN ANALYSIS

FIGURE 28 SUPPLY CHAIN ANALYSIS

## 5.7 TECHNOLOGY ANALYSIS

5.7.1 CUSTOMER SUCCESS PLATFORMS AND ARTIFICIAL INTELLIGENCE

5.7.2 CUSTOMER SUCCESS PLATFORMS AND PREDICTIVE ANALYTICS

## 5.8 REGULATORY COMPLIANCES

5.8.1 GENERAL DATA PROTECTION REGULATION

5.8.2 HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996

5.8.3 GOVERNANCE, RISK, AND COMPLIANCE

5.8.4 EUROPEAN UNION DATA PROTECTION REGULATION

5.8.5 CAN-SPAM ACT

## 5.9 PRICING MODEL ANALYSIS

## 5.10 PORTER'S FIVE FORCE ANALYSIS

FIGURE 29 PORTER'S FIVE FORCE ANALYSIS

5.10.1 THREAT OF NEW ENTRANTS

5.10.2 THREAT OF SUBSTITUTES

5.10.3 BARGAINING POWER OF SUPPLIERS

5.10.4 BARGAINING POWER OF BUYERS

5.10.5 INTENSITY OF COMPETITIVE RIVALRY

## **6 CUSTOMER SUCCESS PLATFORMS MARKET: COVID-19 IMPACT**

FIGURE 30 CUSTOMER SUCCESS PLATFORMS MARKET TO WITNESS A MINOR DECLINE BETWEEN 2020 AND 2021

## **7 CUSTOMER SUCCESS PLATFORMS MARKET, BY COMPONENT**

### **7.1 INTRODUCTION**

#### **7.1.1 COMPONENT: COVID-19 IMPACT**

7.1.2 COMPONENTS: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS  
FIGURE 31 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 6 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2015–2019 (USD MILLION)

TABLE 7 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

### **7.2 PLATFORMS**

TABLE 8 PLATFORMS: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 9 SOLUTIONS: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

### **7.3 SERVICES**

FIGURE 32 MANAGED SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 10 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2015–2019 (USD MILLION)

TABLE 11 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)

TABLE 12 SERVICES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 13 SERVICES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

#### **7.3.1 PROFESSIONAL SERVICES**

FIGURE 33 CONSULTING SEGMENT TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 14 PROFESSIONAL SERVICES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY TYPE, 2015–2019 (USD MILLION)

TABLE 15 PROFESSIONAL SERVICES: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY TYPE, 2019–2025 (USD MILLION)

TABLE 16 PROFESSIONAL SERVICES: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 17 PROFESSIONAL SERVICES: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

#### 7.3.1.1 Consulting

TABLE 18 CONSULTING: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 19 CONSULTING: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

#### 7.3.1.2 System Integration and Implementation

TABLE 20 SYSTEM INTEGRATION AND IMPLEMENTATION: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 21 SYSTEM INTEGRATION AND IMPLEMENTATION: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

#### 7.3.1.3 Support and maintenance

TABLE 22 SUPPORT AND MAINTENANCE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 23 SUPPORT AND MAINTENANCE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

### 7.3.2 MANAGED SERVICES

TABLE 24 MANAGED SERVICES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 25 MANAGED SERVICES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

## 8 CUSTOMER SUCCESS PLATFORMS MARKET, BY APPLICATION

### 8.1 INTRODUCTION

#### 8.1.1 APPLICATIONS: COVID-19 IMPACT

8.1.2 APPLICATIONS: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS  
FIGURE 34 REPORTING AND ANALYTICS TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 26 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2015–2019 (USD MILLION)

TABLE 27 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2019–2025 (USD MILLION)

### 8.2 SALES AND MARKETING OPTIMIZATION

TABLE 28 SALES AND MARKETING OPTIMIZATION: CUSTOMER SUCCESS

PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 29 SALES AND MARKETING OPTIMIZATION: CUSTOMER SUCCESS

PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

8.3 RISK AND COMPLIANCE MANAGEMENT

TABLE 30 RISK AND COMPLIANCE MANAGEMENT: CUSTOMER SUCCESS

PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 31 RISK AND COMPLIANCE MANAGEMENT: CUSTOMER SUCCESS

PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

8.4 CUSTOMER SEGMENTATION

TABLE 32 CUSTOMER SEGMENTATION: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 33 CUSTOMER SEGMENTATION: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

8.5 CUSTOMER SERVICE

TABLE 34 CUSTOMER SERVICE: CUSTOMER SUCCESS PLATFORMS MARKET

SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 35 CUSTOMER SERVICE: CUSTOMER SUCCESS PLATFORMS MARKET

SIZE, BY REGION, 2019–2025 (USD MILLION)

8.6 REPORTING AND ANALYTICS

TABLE 36 REPORTING AND ANALYTICS: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 37 REPORTING AND ANALYTICS: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

8.7 CUSTOMER ONBOARDING

TABLE 38 CUSTOMER ONBOARDING: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 39 CUSTOMER ONBOARDING: CUSTOMER SUCCESS PLATFORMS

MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

8.8 OTHER APPLICATIONS

TABLE 40 OTHER APPLICATIONS: CUSTOMER SUCCESS PLATFORMS MARKET

SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 41 OTHER APPLICATIONS: CUSTOMER SUCCESS PLATFORMS MARKET

SIZE, BY REGION, 2019–2025 (USD MILLION)

## **9 CUSTOMER SUCCESS PLATFORMS MARKET, BY DEPLOYMENT MODE**

9.1 INTRODUCTION

9.1.1 DEPLOYMENT MODE: COVID-19 IMPACT

9.1.2 DEPLOYMENT MODE: CUSTOMER SUCCESS PLATFORMS MARKET

## DRIVERS

FIGURE 35 ON-PREMISES SEGMENT TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 42 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)

TABLE 43 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)

### 9.2 CLOUD

TABLE 44 CLOUD: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 45 CLOUD: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

### 9.3 ON-PREMISES

TABLE 46 ON-PREMISES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 47 ON-PREMISES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

## **10 CUSTOMER SUCCESS PLATFORMS MARKET, BY ORGANIZATION SIZE**

### 10.1 INTRODUCTION

10.1.1 ORGANIZATION SIZE: COVID-19 IMPACT

10.1.2 ORGANIZATION SIZE: CUSTOMER SUCCESS PLATFORMS MARKET

#### DRIVERS

FIGURE 36 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 48 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)

TABLE 49 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

### 10.2 SMALL AND MEDIUM-SIZED ENTERPRISES

TABLE 50 SMALL AND MEDIUM-SIZED ENTERPRISES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 51 SMALL AND MEDIUM-SIZED ENTERPRISES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

### 10.3 LARGE ENTERPRISES

TABLE 52 LARGE ENTERPRISES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 53 LARGE ENTERPRISES: CUSTOMER SUCCESS PLATFORMS MARKET

SIZE, BY REGION, 2019–2025 (USD MILLION)

## **11 CUSTOMER SUCCESS PLATFORMS MARKET, BY VERTICAL**

### **11.1 INTRODUCTION**

#### **11.1.1 VERTICALS: COVID-19 IMPACT**

**11.1.2 VERTICALS: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS**  
**FIGURE 37 HEALTHCARE AND LIFE SCIENCES VERTICAL TO REGISTER THE HIGHEST CAGR DURING FORECAST PERIOD**

**TABLE 54 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2015–2019 (USD MILLION)**

**TABLE 55 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2019–2025 (USD MILLION)**

### **11.2 BANKING, FINANCIAL SERVICES AND INSURANCE**

**TABLE 56 BANKING, FINANCIAL SERVICES AND INSURANCE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)**

**TABLE 57 BANKING, FINANCIAL SERVICES AND INSURANCE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)**

### **11.3 IT AND TELECOM**

**TABLE 58 IT AND TELECOM: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)**

**TABLE 59 IT AND TELECOM: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)**

### **11.4 RETAIL AND ECOMMERCE**

**TABLE 60 RETAIL AND ECOMMERCE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)**

**TABLE 61 RETAIL AND ECOMMERCE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)**

### **11.5 MANUFACTURING**

**TABLE 62 MANUFACTURING: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)**

**TABLE 63 MANUFACTURING: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)**

### **11.6 HEALTHCARE AND LIFE SCIENCES**

**TABLE 64 HEALTHCARE AND LIFE SCIENCES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)**

**TABLE 65 HEALTHCARE AND LIFE SCIENCES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)**

### **11.7 TRANSPORTATION AND LOGISTICS**



TABLE 66 TRANSPORTATION AND LOGISTICS: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 67 TRANSPORTATION AND LOGISTICS: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

#### 11.8 GOVERNMENT AND PUBLIC SECTOR

TABLE 68 GOVERNMENT AND PUBLIC SECTOR: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 69 GOVERNMENT AND PUBLIC SECTOR: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

#### 11.9 ENERGY AND UTILITIES

TABLE 70 ENERGY AND UTILITIES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 71 ENERGY AND UTILITIES: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

#### 11.10 OTHER VERTICALS

TABLE 72 OTHER VERTICALS: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 73 OTHER VERTICALS: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

## **12 CUSTOMER SUCCESS PLATFORMS MARKET, BY REGION**

### 12.1 INTRODUCTION

FIGURE 38 INDIA TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 39 ASIA PACIFIC TO ACCOUNT FOR THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 74 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2015–2019 (USD MILLION)

TABLE 75 CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

### 12.2 NORTH AMERICA

12.2.1 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS

12.2.2 NORTH AMERICA: COVID-19 IMPACT

12.2.3 NORTH AMERICA: REGULATORY IMPLICATIONS

12.2.4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

12.2.5 INTERNATIONAL ORGANIZATION FOR STANDARDIZATION 27001

12.2.6 CALIFORNIA CONSUMER PRIVACY ACT

12.2.7 HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996

**FIGURE 40 NORTH AMERICA: MARKET SNAPSHOT****TABLE 76 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2015–2019 (USD MILLION)****TABLE 77 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)****TABLE 78 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2015–2019 (USD MILLION)****TABLE 79 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)****TABLE 80 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2019 (USD MILLION)****TABLE 81 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2019–2025 (USD MILLION)****TABLE 82 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2015–2019 (USD MILLION)****TABLE 83 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2019–2025 (USD MILLION)****TABLE 84 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)****TABLE 85 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)****TABLE 86 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)****TABLE 87 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)****TABLE 88 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2015–2019 (USD MILLION)****TABLE 89 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2019–2025 (USD MILLION)****TABLE 90 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2015–2019 (USD MILLION)****TABLE 91 NORTH AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2019–2025 (USD MILLION)****12.2.8 UNITED STATES****12.2.9 CANADA****12.3 EUROPE****12.3.1 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS****12.3.2 EUROPE: COVID-19 IMPACT****12.3.3 EUROPE: REGULATORY IMPLICATIONS**

#### 12.3.4 GENERAL DATA PROTECTION REGULATION

TABLE 92 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2015–2019 (USD MILLION)

TABLE 93 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

TABLE 94 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2016–2019 (USD MILLION)

TABLE 95 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)

TABLE 96 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2019 (USD MILLION)

TABLE 97 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2019–2025 (USD MILLION)

TABLE 98 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2015–2019 (USD MILLION)

TABLE 99 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2019–2025 (USD MILLION)

TABLE 100 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)

TABLE 101 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)

TABLE 102 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)

TABLE 103 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

TABLE 104 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2015–2019 (USD MILLION)

TABLE 105 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2019–2025 (USD MILLION)

TABLE 106 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2015–2019 (USD MILLION)

TABLE 107 EUROPE: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2019–2025 (USD MILLION)

#### 12.3.5 UNITED KINGDOM

#### 12.3.6 GERMANY

#### 12.3.7 FRANCE

#### 12.3.8 REST OF EUROPE

### 12.4 ASIA PACIFIC

#### 12.4.1 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS

12.4.2 ASIA PACIFIC: COVID-19 IMPACT

12.4.3 ASIA PACIFIC: REGULATORY IMPLICATIONS

12.4.4 PERSONAL DATA PROTECTION ACT

FIGURE 41 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 108 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2015–2019 (USD MILLION)

TABLE 109 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORM MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

TABLE 110 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2015–2019 (USD MILLION)

TABLE 111 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)

TABLE 112 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2019 (USD MILLION)

TABLE 113 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2019–2025 (USD MILLION)

TABLE 114 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2015–2019 (USD MILLION)

TABLE 115 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2019–2025 (USD MILLION)

TABLE 116 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)

TABLE 117 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)

TABLE 118 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)

TABLE 119 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

TABLE 120 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORM MARKET SIZE, BY VERTICAL, 2015–2019 (USD MILLION)

TABLE 121 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2019–2025 (USD MILLION)

TABLE 122 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2015–2019 (USD MILLION)

TABLE 123 ASIA PACIFIC: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2019–2025 (USD MILLION)

12.4.5 CHINA

12.4.6 JAPAN

12.4.7 INDIA

#### 12.4.8 REST OF ASIA PACIFIC

### 12.5 MIDDLE EAST AND AFRICA

#### 12.5.1 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS

##### 12.5.2 MIDDLE EAST AND AFRICA: COVID-19 IMPACT

##### 12.5.3 MIDDLE EAST AND AFRICA: REGULATORY IMPLICATIONS

##### 12.5.4 PERSONAL DATA PROTECTION LAW

TABLE 124 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2015–2019 (USD MILLION)

TABLE 125 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

TABLE 126 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORM MARKET SIZE, BY SERVICE, 2015–2019 (USD MILLION)

TABLE 127 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)

TABLE 128 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2019 (USD MILLION)

TABLE 129 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2019–2025 (USD MILLION)

TABLE 130 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2015–2019 (USD MILLION)

TABLE 131 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2019–2025 (USD MILLION)

TABLE 132 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)

TABLE 133 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)

TABLE 134 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)

TABLE 135 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

TABLE 136 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2015–2019 (USD MILLION)

TABLE 137 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS SIZE, BY VERTICAL, 2019–2025 (USD MILLION)

TABLE 138 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2015–2019 (USD MILLION)

TABLE 139 MIDDLE EAST AND AFRICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COUNTRY, 2019–2025 (USD MILLION)

12.5.5 KINGDOM OF SAUDI ARABIA

12.5.6 UNITED ARAB EMIRATES

12.5.7 SOUTH AFRICA

12.5.8 REST OF MIDDLE EAST

12.6 LATIN AMERICA

12.6.1 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET DRIVERS

12.6.2 LATIN AMERICA: COVID-19

12.6.3 LATIN AMERICA: REGULATORY IMPLICATIONS

12.6.4 FEDERAL LAW ON PROTECTION OF PERSONAL DATA HELD BY INDIVIDUALS

TABLE 140 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2015–2019 (USD MILLION)

TABLE 141 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

TABLE 142 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2015–2019 (USD MILLION)

TABLE 143 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)

TABLE 144 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2019 (USD MILLION)

TABLE 145 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY PROFESSIONAL SERVICE, 2019–2025 (USD MILLION)

TABLE 146 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY APPLICATION, 2015–2019 (USD MILLION)

TABLE 147 LATIN AMERICA: CUSTOMER SUCCESS PLATFORM MARKET SIZE, BY APPLICATION, 2019–2025 (USD MILLION)

TABLE 148 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2015–2019 (USD MILLION)

TABLE 149 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)

TABLE 150 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD MILLION)

TABLE 151 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

TABLE 152 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2015–2019 (USD MILLION)

TABLE 153 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE, BY VERTICAL, 2019–2025 (USD MILLION)

TABLE 154 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE,



BY COUNTRY, 2015–2019 (USD MILLION)

TABLE 155 LATIN AMERICA: CUSTOMER SUCCESS PLATFORMS MARKET SIZE,  
BY COUNTRY, 2019–2025 (USD MILLION)

12.6.5 BRAZIL

12.6.6 MEXICO

12.6.7 REST OF LATIN AMERICA

## **13 COMPETITIVE LANDSCAPE**

13.1 OVERVIEW

13.2 MARKET EVALUATION FRAMEWORK

FIGURE 42 MARKET EVALUATION FRAMEWORK

13.3 MARKET SHARE, 2020

FIGURE 43 MARKET SHARE OF KEY PLAYERS, 2020

13.4 HISTORIC REVENUE ANALYSIS OF KEY MARKET PLAYERS

13.4.1 INTRODUCTION

FIGURE 44 HISTORIC FIVE-YEAR REVENUE ANALYSIS OF KEY MARKET  
PLAYERS, 2015-2019

13.5 KEY MARKET DEVELOPMENTS

13.5.1 NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS

TABLE 156 NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS,  
2018–2020

13.5.2 BUSINESS EXPANSIONS

TABLE 157 BUSINESS EXPANSIONS, 2018–2020

13.5.3 MERGERS AND ACQUISITIONS

TABLE 158 MERGERS AND ACQUISITIONS, 2018–2020

13.5.4 PARTNERSHIPS, AGREEMENTS, CONTRACTS, AND COLLABORATIONS

TABLE 159 PARTNERSHIPS, AGREEMENTS, CONTRACTS, AND  
COLLABORATIONS, 2019–2020

13.6 COMPANY EVALUATION MATRIX DEFINITIONS AND METHODOLOGY

FIGURE 45 RANKING OF KEY PLAYERS, 2020

13.6.1 STAR

13.6.2 EMERGING LEADERS

13.6.3 PERVASIVE

13.6.4 PARTICIPANTS

13.7 COMPANY EVALUATION MATRIX, 2020

FIGURE 46 CUSTOMER SUCCESS PLATFORMS MARKET (GLOBAL), COMPANY  
EVALUATION MATRIX, 2020

13.7.1 STRENGTH OF PRODUCT PORTFOLIO FOR TOP PLAYERS IN THE

CUSTOMER SUCCESS PLATFORMS MARKET

FIGURE 47 PRODUCT PORTFOLIO ANALYSIS OF TOP PLAYERS IN THE CUSTOMER SUCCESS PLATFORMS MARKET

13.7.2 BUSINESS STRATEGY EXCELLENCE FOR TOP PLAYERS IN THE CUSTOMER SUCCESS PLATFORMS MARKET

FIGURE 48 BUSINESS STRATEGY EXCELLENCE FOR TOP PLAYERS IN THE CUSTOMER SUCCESS PLATFORMS MARKET

13.8 STARTUP/SME EVALUATION MATRIX, 2020

13.8.1 PROGRESSIVE COMPANIES

13.8.2 RESPONSIVE COMPANIES

13.8.3 DYNAMIC COMPANIES

13.8.4 STARTING BLOCKS

FIGURE 49 CUSTOMER SUCCESS PLATFORMS MARKET (GLOBAL), STARTUP/SME EVALUATION MATRIX, 2020

13.8.5 STRENGTH OF PRODUCT PORTFOLIOS FOR STARTUPS IN THE CUSTOMER SUCCESS PLATFORMS MARKET

FIGURE 50 PRODUCT PORTFOLIO ANALYSIS OF TOP STARTUPS IN THE CUSTOMER SUCCESS PLATFORMS MARKET

13.8.6 BUSINESS STRATEGY EXCELLENCE FOR STARTUPS IN THE CUSTOMER SUCCESS PLATFORMS MARKET

FIGURE 51 BUSINESS STRATEGY EXCELLENCE OF TOP STARTUPS IN THE CUSTOMER SUCCESS PLATFORMS MARKET

## **14 COMPANY PROFILES**

14.1 INTRODUCTION

14.2 KEY PLAYERS

(Business and financial overview, Solutions and services offered, COVID-19 developments, Recent developments, MNM view, Key strengths/right to win, Strategic choices made, and Weaknesses and competitive threats)\*

14.2.1 SALESFORCE

FIGURE 52 SALESFORCE: COMPANY SNAPSHOT

14.2.2 CISCO

FIGURE 53 CISCO: COMPANY SNAPSHOT

14.2.3 HUBSPOT

FIGURE 54 HUBSPOT: COMPANY SNAPSHOT

14.2.4 GAINSIGHT

14.2.5 FRESHWORKS

14.2.6 TOTANGO

- 14.2.7 AMITY
- 14.2.8 STRIKEDECK
- 14.2.9 USERIQ
- 14.2.10 PLANHAT
- 14.2.11 CLIENTSUCCESS
- 14.2.12 SALESMACHINE
- 14.2.13 CLIENTSHARE
- 14.2.14 WOOTRIC
- 14.2.15 ZOOMINFO
- 14.2.16 AKITA
- 14.2.17 INTERCOM
- 14.2.18 WALKME
- 14.3 STARTUP/ SME PROFILES
  - 14.3.1 CHURNZERO
  - 14.3.2 SMARTKARROT
  - 14.3.3 BOLSTRA
  - 14.3.4 CATALYST
  - 14.3.5 APPSFOROPS
  - 14.3.6 ARMATIC
  - 14.3.7 CUSTOMERSUCCESSBOX
  - 14.3.8 CUSTIFY

\*Details on Business and financial overview, Solutions and services offered, COVID-19 developments, Recent developments, MNM view, Key strengths/right to win, Strategic choices made, and Weaknesses and competitive threats might not be captured in case of unlisted companies.

## **15 ADJACENT AND RELATED MARKETS**

### **15.1 INTRODUCTION**

#### **15.1.1 CUSTOMER DATA PLATFORM MARKET**

TABLE 160 CUSTOMER DATA PLATFORM MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 161 SERVICES: CUSTOMER DATA PLATFORM MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 162 CUSTOMER DATA PLATFORM MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 163 CUSTOMER DATA PLATFORM MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 164 CUSTOMER DATA PLATFORM MARKET SIZE, BY APPLICATION,

2020–2025 (USD MILLION)

TABLE 165 CUSTOMER DATA PLATFORM MARKET SIZE, BY INDUSTRY VERTICAL, 2020–2025 (USD MILLION)

TABLE 166 CUSTOMER DATA PLATFORM MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 167 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY COMPONENT, 2020–2025 (USD MILLION)

TABLE 168 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY SERVICE, 2020–2025 (USD MILLION)

TABLE 169 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 170 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY DEPLOYMENT MODE, 2020–2025 (USD MILLION)

TABLE 171 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

TABLE 172 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY INDUSTRY VERTICAL, 2020–2025 (USD MILLION)

TABLE 173 NORTH AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 174 EUROPE: CUSTOMER DATA PLATFORM MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 175 EUROPE: CUSTOMER DATA PLATFORM MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 176 EUROPE: CUSTOMER DATA PLATFORM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 177 EUROPE: CUSTOMER DATA PLATFORM MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 178 EUROPE: CUSTOMER DATA PLATFORM MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 179 EUROPE: CUSTOMER DATA PLATFORM MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 180 EUROPE: CUSTOMER DATA PLATFORM MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 181 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET SIZE, BY COMPONENT, 2020–2025 (USD MILLION)

TABLE 182 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET SIZE, BY SERVICE, 2020–2025 (USD MILLION)

TABLE 183 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 184 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET SIZE, BY DEPLOYMENT MODE, 2020–2025 (USD MILLION)

TABLE 185 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

TABLE 186 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET SIZE, BY INDUSTRY VERTICAL, 2020–2025 (USD MILLION)

TABLE 187 ASIA PACIFIC: CUSTOMER DATA PLATFORM MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 188 MIDDLE EAST AND AFRICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 189 MIDDLE EAST AND AFRICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 190 MIDDLE EAST AND AFRICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 191 MIDDLE EAST AND AFRICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 192 MIDDLE EAST AND AFRICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 193 MIDDLE EAST AND AFRICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 194 MIDDLE EAST AND AFRICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 195 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 196 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 197 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 198 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 199 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 200 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 201 LATIN AMERICA: CUSTOMER DATA PLATFORM MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

#### 15.1.2 CUSTOMER ANALYTICS MARKET

TABLE 202 CUSTOMER ANALYTICS MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 203 SOLUTIONS: CUSTOMER ANALYTICS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 204 SOLUTIONS: CUSTOMER ANALYTICS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 205 DATA MANAGEMENT/EXTRACT, TRANSFORM, LOAD MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 206 VOICE OF CUSTOMER MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 207 SOCIAL MEDIA ANALYTICS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 208 ANALYTICAL TOOLS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 209 DASHBOARD AND REPORTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 210 SERVICES: CUSTOMER ANALYTICS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 211 SERVICES: CUSTOMER ANALYTICS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 212 PROFESSIONAL SERVICES MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 213 PROFESSIONAL SERVICES MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 214 MANAGED SERVICES MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 215 CUSTOMER ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 216 CUSTOMER ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 217 CUSTOMER ANALYTICS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 218 CUSTOMER ANALYTICS MARKET SIZE, BY DATA SOURCE, 2018–2025 (USD MILLION)

TABLE 219 CUSTOMER ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 220 CUSTOMER ANALYTICS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 221 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 222 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY



SOLUTION, 2018–2025 (USD MILLION)

TABLE 223 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 224 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2018–2025 (USD MILLION)

TABLE 225 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 226 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 227 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 228 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY DATA SOURCE, 2018–2025 (USD MILLION)

TABLE 229 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 230 NORTH AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 231 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 232 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 233 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 234 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2018–2025 (USD MILLION)

TABLE 235 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 236 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 237 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 238 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY DATA SOURCE, 2018–2025 (USD MILLION)

TABLE 239 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 240 EUROPE: CUSTOMER ANALYTICS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 241 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 242 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 243 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 244 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2018–2025 (USD MILLION)

TABLE 245 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 246 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 247 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 248 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY DATA SOURCE, 2018–2025 (USD MILLION)

TABLE 249 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 250 ASIA PACIFIC: CUSTOMER ANALYTICS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 251 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 252 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 253 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 254 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2018–2025 (USD MILLION)

TABLE 255 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 256 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 257 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 258 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY DATA SOURCE, 2018–2025 (USD MILLION)

TABLE 259 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 260 MIDDLE EAST AND AFRICA: CUSTOMER ANALYTICS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 261 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY

COMPONENT, 2018–2025 (USD MILLION)

TABLE 262 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 263 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 264 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2018–2025 (USD MILLION)

TABLE 265 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 266 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 267 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 268 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY DATA SOURCE, 2018–2025 (USD MILLION)

TABLE 269 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 270 LATIN AMERICA: CUSTOMER ANALYTICS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

## **16 APPENDIX**

16.1 INDUSTRY EXPERTS

16.2 DISCUSSION GUIDE

16.3 KNOWLEDGE STORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL

16.4 AVAILABLE CUSTOMIZATIONS

16.5 RELATED REPORTS

16.6 AUTHOR DETAILS

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