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Service Quality Management (SQM) and Telco Customer Experience Management (CEM) Market by Product Type (EFM, Web Analytics, Text Analytics, Speech Analytics) & Provider Type (ISP, TSP, MSP) - Global Advancements, Worldwide Forecasts & Analysis (2014-2019)

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Abstracts

The Service Quality Management (SQM) and Telco Customer Experience Management (CEM) market is segmented on the basis of types of product, channels, end users, providers, and regions. Under each region, the market has been classified based on types of channels and analytics. Traditionally, companies focused mainly on their products and not on customers. However, with the rise in competition across all verticals, companies now have a major need to maintain customer relationships apart from delivering product innovations. Customer Relationship Management (CRM) has emerged as a critical tool to focus on sales operations, sales force automation, customer analysis, and campaign management.

CRM applications provide information about “what the company knows about the customers”; therefore, it is essentially known as the “customer-centric approach.” In order to foster this relationship, organizations need to develop interactions with customers to understand their experience with products and services. CEM is the overriding concept, which changes an organization’s internally focused view to externally focused customer experience solutions.

With the arrival of the social media, CEM has extended capabilities to understand customer experiences from a variety of channels across the media. In the initial stages of CEM, the process was controlled by a single channel. New technology developments

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and changing views of companies have transformed the process from a single channel to multiple, and later customer-controlled channels.

Each channel includes different types of customer channels. Each channel plays an important role in CEM. CEM providers use various analytical tools such as web analytics, text analytics, and sentiment analytics to analyze the Voice of Customer (VOC) from these channels. The next evolution after CEM can be referred to as Customer Experience Analytics (CEA).

Adobe Systems' primary goal is to be one of the leading players in CEM market. The company is focused on growing by forming alliances as well as launching new products in this category. The company spends approximately 20% of its revenue in R&D which has enabled it to develop new products and solutions, which are driving the company's revenues.

Amdocs has strategically aligned itself as a market leader in customer experience solutions. The solutions provided by this company span across industries making a proffered vendor. The company has launched a new product named Amdocs 9.1, which has brought multi-channel capabilities to enterprises. The product helps service providers in increasing customer satisfaction and enhancing customer experience based on real-time analytics. Amdocs also has formed strategic alliances with other players in the market to stay competitive. It formed strategic alliance with Linknet where Amdocs Multi Play Smart is to be pre-integrated for enabling customer care experience for cable providers. This alliance is significant as it broadens the scope for the company's customer care products.

Cisco is primarily focused on providing new CEM solutions in the cloud. To achieve this, the company is developing new products and solutions and acquiring companies in the CEM category. The company has strategically acquired companies in the cloud category which has made Cisco one of the leading service providers in the cloud market.

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