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CRM and Customer Experience Management (CEM) Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

CRM implementation services are the more traditional type of project, in which sales, marketing, customer service and digital commerce processes are improved. A CRM implementation service (hereafter referred to as CRM) strategizes, designs, integrates and deploys software with minimal integration or extensions within any of the four CRM domains: Sales — Solutions that support field sales, telesales, retail sales, Web sales and technology-enabled buying, Marketing — Solutions that support customer segmentation, marketing analysis, campaign management, marketing process automation and other marketing functions, Customer service and support — Solutions that support customer service and support processes, including consulting, technology implementation and solution deployment, but excluding the outsourcing of call centers and customer service centers, Digital commerce — Solutions that support e-commerce storefronts, product catalogs, personalization, mobile commerce and social commerce.

This report contains market size and forecasts of CRM and Customer Experience Management (CEM) Software in Global, including the following market information:

Global CRM and Customer Experience Management (CEM) Software Market Revenue, 2017-2022, 2023-2028, ($ millions)

Global top five companies in 2021 (%)

The global CRM and Customer Experience Management (CEM) Software market was valued at million in 2021 and is projected to reach US$ million by 2028, at a CAGR of % during the forecast period.

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The U.S. Market is Estimated at $ Million in 2021, While China is Forecast to Reach $ Million by 2028.

Cloud-Based Segment to Reach $ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of CRM and Customer Experience Management (CEM) Software include Accenture, BearingPoint, Capgemini, Cognizant, Deloitte, EY, HCL Technologies, IBM iX and Infosys, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the CRM and Customer Experience Management (CEM) Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global CRM and Customer Experience Management (CEM) Software Market, by Type, 2017-2022, 2023-2028 ($ millions)

Global CRM and Customer Experience Management (CEM) Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global CRM and Customer Experience Management (CEM) Software Market, by Application, 2017-2022, 2023-2028 ($ millions)

Global CRM and Customer Experience Management (CEM) Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

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Global CRM and Customer Experience Management (CEM) Software Market, By Region and Country, 2017-2022, 2023-2028 ($ Millions)

Global CRM and Customer Experience Management (CEM) Software Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

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South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies CRM and Customer Experience Management (CEM) Software revenues in global market, 2017-2022 (estimated), ($ millions)

Key companies CRM and Customer Experience Management (CEM) Software revenues share in global market, 2021 (%)

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Further, the report presents profiles of competitors in the market, key players include:

Accenture

BearingPoint

Capgemini

Cognizant

Deloitte

EY

HCL Technologies

IBM iX

Infosys

NTT DATA

Publicis.Sapient

PwC

Salesforce Success Cloud

Tata Consultancy Services

Tech Mahindra

Virtusa

Wipro

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