

Customer Relationship Management (CRM) Customer Engagement Center Market - Global Outlook and Forecast 2022-2028

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Abstracts

This market examines the global market for customer service and support applications that enable customer service and support agents to engage customers through their preferred communication channel. It covers a wide range of customer service applications for organizations with customer engagement centers (CECs), ranging from very small (fewer than 20 agents) through average size (50 agents) to very large, and distributed centers (over 10,000 agents). At the heart of a CEC is the need for a CRM application with the customer record (typically including account, contact information, purchase history, service history, and open marketing offers). Its core system function is case management, which can sometimes be referred to as incident management, trouble ticketing or problem resolution. It requires a strong ability to create, split, federate, join, assign and escalate cases, often in a collaborative environment.

This report contains market size and forecasts of Customer Relationship Management (CRM) Customer Engagement Center in Global, including the following market information:

Global Customer Relationship Management (CRM) Customer Engagement Center Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

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

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

Small (Below 50 agents) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Customer Relationship Management (CRM) Customer Engagement Center include Service Cloud, Pegasystems, Microsoft, Oracle, Zendesk, SAP, Brian Manusama, Nadine LeBlanc and Terilyn Palanca, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Customer Relationship Management (CRM) Customer Engagement Center 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 Customer Relationship Management (CRM) Customer Engagement Center Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Customer Relationship Management (CRM) Customer Engagement Center Market Segment Percentages, by Type, 2021 (%)

Small (Below 50 agents)

Medium Size (50-500 agents)

Large (over 500 agents)

Global Customer Relationship Management (CRM) Customer Engagement Center Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Customer Relationship Management (CRM) Customer Engagement Center Market Segment Percentages, by Application, 2021 (%)

BFSI

Education

Manufacturing

Telecom & IT

E-Commerce

Others

Global Customer Relationship Management (CRM) Customer Engagement Center Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Customer Relationship Management (CRM) Customer Engagement Center 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

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 Customer Relationship Management (CRM) Customer Engagement Center revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Customer Relationship Management (CRM) Customer Engagement Center revenues share in global market, 2021 (%)

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

Service Cloud

Pegasystems

Microsoft

Oracle

Zendesk

SAP

Brian Manusama

Nadine LeBlanc

Terilyn Palanca

Hai Swinehar

Salesforce

Freshworks

Servicenow

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