

# Social Customer Service Applications Market, Global Outlook and Forecast 2022-2028

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## Abstracts

The social customer service market comprises applications that support social media as a component of an overall customer service strategy. Gartner classifies an application provider as a social customer service vendor if it supports customer service in one or two specific types of function: External communities: Often referred to as peer-to-peer communities, this Software enables customers and partners to blog, post, rate products/services and construct ideas, as well as support peer interactions and offer incentives for loyalty.

This report contains market size and forecasts of Social Customer Service Applications in global, including the following market information:

Global Social Customer Service Applications Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global Social Customer Service Applications Market Sales, 2017-2022, 2023-2028, (K Units)

Global top five Social Customer Service Applications companies in 2021 (%)

The global Social Customer Service Applications 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.

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

The global key manufacturers of Social Customer Service Applications include Zendesk, Intercom, Salesforce, Hootsuite, Vendor for Misc Products Salesforce, Khoros, Sparkcentral, Jive Software, an Aurea company and Pegasystems and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Social Customer Service Applications manufacturers, suppliers, distributors and industry experts on this industry, involving the sales, revenue, demand, price change, product type, recent development and plan, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Social Customer Service Applications Market, by Type, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Social Customer Service Applications Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Social Customer Service Applications Market, by Application, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Social Customer Service Applications Market Segment Percentages, by Application, 2021 (%)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

Global Social Customer Service Applications Market, By Region and Country,  
2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Social Customer Service Applications 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 Social Customer Service Applications revenues in global market, 2017-2022 (Estimated), (\$ millions)

Key companies Social Customer Service Applications revenues share in global market, 2021 (%)

Key companies Social Customer Service Applications sales in global market,

2017-2022 (Estimated), (K Units)

Key companies Social Customer Service Applications sales share in global market, 2021 (%)

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

Zendesk

Intercom

Salesforce

Hootsuite

Vendor for Misc Products Salesforce

Khoros

Sparkcentral

Jive Software, an Aurea company

Pegasystems

Conversocial

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