

# Thailand CRM - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Thailand CRM Market size is estimated at USD 157.38 million in 2024, and is expected to reach USD 227.60 million by 2029, growing at a CAGR of 12.02% during the forecast period (2024-2029).

Customer Relationship Management (CRM) software is among Thailand's fastest-growing enterprise software categories. Enterprises are focusing on intelligent and integrated CRM solutions with capabilities for analytics. Small and large enterprises in the country are looking to adopt CRM solutions. Customer satisfaction is considered the most important sales metric. There is a rising need for CRM systems to evolve with great precision and support early adopters and newer ones with predictive analytics.

### Key Highlights

Artificial intelligence (AI) is used in various technologies, including machine learning, predictive analytics, natural language processing, and robots. CRM firms have been investing in, acquiring, and developing solutions that use AI to maximize customer interactions. As AI chatbots handle more service queries, CRM software records and uses information. For example, a car insurance claim is initiated using a web chat. During job completion, the chatbot obtains necessary data, such as the customer's name, and authenticates the consumer and vehicle.

The rising adoption of the BYOD trend in the region is expected to adopt CRM solutions further. BYOD is emerging as a notable trend in this era of flexibility and network accessibility for employees working in the region for multiple enterprises, making the workplace more productive. CRM makes enterprises build their image, and BYOD provides its employees with real-time access to essential data, which is used to resolve

customer queries, thereby enhancing CRM.

Regional players in Thailand, such as Choco CRM Thailand, offer a digital platform for operating a better business for their customers. Choco CRM delivers a running platform for SMEs to compete with large-scale businesses and exponentially raise their competitive capability to equal big players in the market.

Operational and implementational challenges associated with CRM systems or software are major market growth challenges. Implementation includes data migration, system configuration, and training. Implementing a CRM system involves significant steps, as it allows the use of appropriate information technologies to coordinate marketing, sales, activities, and services and enhance the customer experience.

The COVID-19 pandemic significantly impacted the Thai Customer Relationship Management (CRM) market, pushing the adoption of digital solutions and reshaping customer behavior.

## Thailand CRM Market Trends

### SMEs? to Witness Major Growth

In Thailand, small and medium enterprises (SMEs) increasingly leverage Customer Relationship Management (CRM) solutions to enhance customer interactions and streamline business processes. CRM systems help SMEs manage customer data, track interactions, and improve customer satisfaction through personalized communication and targeted marketing efforts.

In Thailand, SMEs are witnessing significant growth, as there are potential benefits extended to SMEs in the region via operation streamlining, data organization, and sales forecasting. According to The Office of Small and Medium Enterprises Promotion, approximately 2.2 million people were employed in small enterprises, and 1.8 million people were employed in medium-sized enterprises as of April 2023.

In October 2023, UOB Thailand introduced ChocoCRM to boost SME success. This is one of Thailand's crucial providers of comprehensive customer management, sales, and marketing solutions, and it is the newest addition to the UOB BizSmart platform. This cooperation provides a 15% reduction for UOB guests who subscribe to any ChocoCRM fidelity program package. This cooperation underscores the bank's ongoing commitment to supporting Thai SMEs with the needed business tools to excel in today's

competitive digital landscape. Also, with the help of ChocoCRM, solutions can extend their offerings to include a loyalty program that enables businesses to produce client databases, enhance communication, execute promotional campaigns, and cultivate client fidelity.

In August 2023, Salesforce announced the general availability of Starter. This simple all-in-one CRM app combines deals, services, and marketing capabilities to help small and growing businesses manage customer relationships, centralize critical data, and produce more efficiently. Starter assists small businesses in generating further leads with marketing campaign templates, segmentation, analytics, an email builder, and AI-powered email send optimization features.

By deployment, hybrid deployment has a substantial market share. In Thailand, small and medium enterprises (SMEs) increasingly adopt hybrid deployment models for CRM solutions. This means they utilize a combination of on-premises and cloud-based CRM systems. By doing so, SMEs can leverage the flexibility and scalability of cloud solutions while maintaining control over sensitive data with on-premises infrastructure. This hybrid approach enables them to customize their CRM system according to their needs, comply with local regulations, and ensure data security and privacy.

### Retail and Logistics Segment to Hold Major Share

In Thailand's retail and logistics sectors, the demand for Customer Relationship Management (CRM) solutions is witnessing a surge. Thailand's retail and logistics sectors are becoming increasingly competitive, with companies competing to attract and retain customers in a crowded marketplace. CRM solutions provide valuable tools for businesses to differentiate themselves through personalized customer experiences, targeted marketing campaigns, and efficient customer service.

Hence, logistics companies in Thailand are focusing on enhancing technologies to increase their market share. For instance, in March 2023, DSV Thailand, a global transport and logistics service provider announced that the company has partnered with the transport management cloud platform, oTMS, to enhance its transport digitalization management. With this collaboration, the company will adopt the oTMS International SaaS TMS transportation management system to enhance its transport digital management and optimize order routing.

Additionally, as digitalization in the country's retail and logistics sector gains momentum, the demand for CRM also increases. Hence, logistics and retail companies are analyzing collaboration with CRM solution providers. CRM is a valuable tool used by businesses to differentiate themselves through personalized customer experiences, targeted marketing campaigns, and efficient customer service.

Further, the rising usage of smartphones for online purchases and the adoption of e-commerce in the region are generating considerable opportunities to target consumers with the help of analytical tools due to the vast amount of data available in the market. This upsurge goes hand in hand with the country's increasing number of e-commerce users. The rising usage of e-commerce and smartphones in Thailand provides data opportunities. Using data analytics in CRM allows targeted customer engagement, personalized experiences, and enhanced marketing strategies, thus driving the CRM market's growth in the country.

Moreover, by deployment, the demand for cloud-based CRM is growing in retail and logistics in Thailand. Cloud-based CRM solutions offer scalability and flexibility, allowing retail and logistics companies to easily adjust their CRM capabilities based on business needs, seasonal fluctuations, and growth requirements. This scalability enables organizations to manage customer relationships and sales processes efficiently, regardless of the size or complexity of their operations.

Also, both retail and logistics companies are placing a greater emphasis on customer-centric strategies to enhance customer satisfaction and loyalty. CRM systems enable businesses to collect, analyze, and leverage customer data to obtain insights into customer behavior, preferences, and needs, allowing them to tailor their products and services accordingly.

## Thailand CRM Industry Overview

The Thai CRM market is semi-consolidated. The Thailand CRM industry is characterized by rapid technological advancements, particularly in artificial intelligence, data analytics, and security. Companies continuously innovate to maintain their competitive edge, intensifying rivalry, and key players include Salesforce Inc., Microsoft Corporation, Oracle Siebel, SAP SE, and IBM Corporation.

In February 2024, Thailand-based full-service electric vehicle (EV) lifestyle platform

EVme entered a new strategic alliance with Salesforce to provide personalized customer experiences supporting its growth strategy. Moreover, EVme also intends to leverage Salesforce's Customer 360 and Automotive Cloud Intelligence, which mainly utilizes Salesforce's CRM Analytics to generate real-time insights. Additionally, it would utilize Slack to augment collaboration and productivity across the organization.

In September 2023, Fujitsu Limited and Fujitsu Thailand Limited acquired Thailand-based SAP consultancy Innovation Consulting Services (ICS) to strengthen Fujitsu's SAP consulting capabilities further. SAP consultancy ICS will support Fujitsu's portfolio transformation and bolster offerings to enhance customer experience in Thailand. The acquisition will further strengthen SAP's capabilities in consumer experience and the Trusted Society. SAP will assist as a critical pillar of the company's growth strategy, significantly contributing to customers' Digital Transformation (DX) and Sustainability Transformation (SX) journeys.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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