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Global Customer Experience Management (CEM) Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Customer experience management (CEM) is the practice of building and reacting to consumer interactions to satisfy their expectations. In addition to increasing loyalty and advocacy, it involves a strategy that demands process change and an array of technologies to succeed. Emergence of customer experience management services has helped in lowering at-risk revenue and winning over lost customers. The solution further enables business owners to engage their consumer as a sustainable element for progress. CEM further minimizes the cost of new customer acquisition. The global customer experience management market is expected to grow at a CAGR of around 22% from 2017 to 2025.

The global customer experience management market is segmented by touchpoint, industry, and geography. In terms of touchpoint, the market is segmented into web, mobile, contact center, social media, and others. Industries such as healthcare, media and entertainment, retail, public sector, BFSI, manufacturing, and others are anticipated to experience tremendous growth in the customer experience management market. This report analyzes the customer experience management market on the basis of geography into North America, Europe, Asia-Pacific, and Latin America, Middle East and Africa (LAMEA).

MARKET DYNAMICS:

Drivers:

Reduction in churn-out rate

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Rise in demand for customer management services

Growth among end-user industries such as retail, e-commerce, m-commerce, and others

Restraints:

High maintenance among various channels

Lack of knowledge about latest technology

MARKET PLAYERS:

The key players profiled in this report include Oracle Corporation, IBM, Adobe Systems, Verint Systems, SAP SE, Tech Mahindra, Zendesk, Satmetrix, ResponseTek, ClickTale, Kana, and others.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Touch Point

Social Media

Web

Email

Contact Center

Others

By Vertical

Healthcare

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- Information Technologies
- Public Sector
- Consumer Goods & Retail
- Banking, Financial Services & Insurance
- Hospitality
- Automotive
- Others

By Geography

- North America
  - U.S.
  - Canada
  - Mexico
- Europe
  - UK
  - Germany
  - France
  - Spain
  - Italy
  - Rest of Europe
- Asia-Pacific

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- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific

LAMEA

- Brazil
- Saudi Arabia
- South Africa
- Rest of LAMEA

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