

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

<https://marketpublishers.com/r/G7C66C5D5D0EN.html>

Date: February 2017

Pages: 0

Price: US\$ 3,619.00 (Single User License)

ID: G7C66C5D5D0EN

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

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

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

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

Contents

1. EXECUTIVE SUMMARY

- 1.1. Key findings
- 1.2. Market attractiveness and trend analysis
- 1.3. Competitive landscape and recent industry development analysis

2. INTRODUCTION

- 2.1. Report description
- 2.2. Scope and definitions
- 2.3. Research methodology

3. MARKET LANDSCAPE

- 3.1. Growth drivers
 - 3.1.1. Impact analysis
- 3.2. Restraints and challenges
 - 3.2.1. Impact analysis
- 3.3. Porter's analysis
 - 3.3.1. Bargaining power of buyers
 - 3.3.2. Bargaining power of suppliers
 - 3.3.3. Threat of substitutes
 - 3.3.4. Industry rivalry
 - 3.3.5. Threat of new entrants
- 3.4. Global customer experience management (CEM) market shares analysis, 2014-2025
 - 3.4.1. Global customer experience management (CEM) market shares by touchpoint, 2014-2025
 - 3.4.2. Global customer experience management (CEM) market shares by vertical, 2014-2025
 - 3.4.3. Global customer experience management (CEM) market shares by geography, 2014-2025

4. GLOBAL CUSTOMER EXPERIENCE MANAGEMENT (CEM) MARKET BY TOUCHPOINT

- 4.1. Social media

- 4.1.1. Historical market size by region, 2014-2016
- 4.1.2. Market forecast by region, 2017-2025
- 4.2. Web
 - 4.2.1. Historical market size by region, 2014-2016
 - 4.2.2. Market forecast by region, 2017-2025
- 4.3. Email
 - 4.3.1. Historical market size by region, 2014-2016
 - 4.3.2. Market forecast by region, 2017-2025
- 4.4. Contact center
 - 4.4.1. Historical market size by region, 2014-2016
 - 4.4.2. Market forecast by region, 2017-2025
- 4.5. Others
 - 4.5.1. Historical market size by region, 2014-2016
 - 4.5.2. Market forecast by region, 2017-2025

5. GLOBAL CUSTOMER EXPERIENCE MANAGEMENT (CEM) MARKET BY VERTICAL

- 5.1. Healthcare
 - 5.1.1. Historical market size by region, 2014-2016
 - 5.1.2. Market forecast by region, 2017-2025
- 5.2. Information technologies
 - 5.2.1. Historical market size by region, 2014-2016
 - 5.2.2. Market forecast by region, 2017-2025
- 5.3. Public sector
 - 5.3.1. Historical market size by region, 2014-2016
 - 5.3.2. Market forecast by region, 2017-2025
- 5.4. Consumer goods & retail
 - 5.4.1. Historical market size by region, 2014-2016
 - 5.4.2. Market forecast by region, 2017-2025
- 5.5. Banking, financial services & insurance
 - 5.5.1. Historical market size by region, 2014-2016
 - 5.5.2. Market forecast by region, 2017-2025
- 5.6. Hospitality
 - 5.6.1. Historical market size by region, 2014-2016
 - 5.6.2. Market forecast by region, 2017-2025
- 5.7. Automotive
 - 5.7.1. Historical market size by region, 2014-2016
 - 5.7.2. Market forecast by region, 2017-2025

5.8. Others

5.8.1. Historical market size by region, 2014-2016

5.8.2. Market forecast by region, 2017-2025

6. GLOBAL CUSTOMER EXPERIENCE MANAGEMENT (CEM) MARKET BY GEOGRAPHY

6.1. North America

6.1.1. U.S.

6.1.1.1. Historical market size, 2014-2016

6.1.1.2. Market forecast, 2017-2025

6.1.2. Canada

6.1.2.1. Historical market size, 2014-2016

6.1.2.2. Market forecast, 2017-2025

6.1.3. Mexico

6.1.3.1. Historical market size, 2014-2016

6.1.3.2. Market forecast, 2017-2025

6.2. Europe

6.2.1. UK

6.2.1.1. Historical market size, 2014-2016

6.2.1.2. Market forecast, 2017-2025

6.2.2. Germany

6.2.2.1. Historical market size, 2014-2016

6.2.2.2. Market forecast, 2017-2025

6.2.3. France

6.2.3.1. Historical market size, 2014-2016

6.2.3.2. Market forecast, 2017-2025

6.2.4. Spain

6.2.4.1. Historical market size, 2014-2016

6.2.4.2. Market forecast, 2017-2025

6.2.5. Italy

6.2.5.1. Historical market size, 2014-2016

6.2.5.2. Market forecast, 2017-2025

6.2.6. Rest of Europe

6.2.6.1. Historical market size, 2014-2016

6.2.6.2. Market forecast, 2017-2025

6.3. Asia-Pacific

6.3.1. China

6.3.1.1. Historical market size, 2014-2016

- 6.3.1.2. Market forecast, 2017-2025
- 6.3.2. Japan
 - 6.3.2.1. Historical market size, 2014-2016
 - 6.3.2.2. Market forecast, 2017-2025
- 6.3.3. India
 - 6.3.3.1. Historical market size, 2014-2016
 - 6.3.3.2. Market forecast, 2017-2025
- 6.3.4. Australia
 - 6.3.4.1. Historical market size, 2014-2016
 - 6.3.4.2. Market forecast, 2017-2025
- 6.3.5. South Korea
 - 6.3.5.1. Historical market size, 2014-2016
 - 6.3.5.2. Market forecast, 2017-2025
- 6.3.6. Rest of Asia-Pacific
 - 6.3.6.1. Historical market size, 2014-2016
 - 6.3.6.2. Market forecast, 2017-2025
- 6.4. LAMEA
 - 6.4.1. Brazil
 - 6.4.1.1. Historical market size, 2014-2016
 - 6.4.1.2. Market forecast, 2017-2025
 - 6.4.2. Saudi Arabia
 - 6.4.2.1. Historical market size, 2014-2016
 - 6.4.2.2. Market forecast, 2017-2025
 - 6.4.3. South Africa
 - 6.4.3.1. Historical market size, 2014-2016
 - 6.4.3.2. Market forecast, 2017-2025
 - 6.4.4. Rest of LAMEA
 - 6.4.4.1. Historical market size, 2014-2016
 - 6.4.4.2. Market forecast, 2017-2025

7. COMPANY PROFILES

- 7.1. Oracle Corporation
 - 7.1.1. Overview
 - 7.1.2. Financials and business segments
 - 7.1.3. Recent developments
- 7.2. International Business Machines Corporation
 - 7.2.1. Overview
 - 7.2.2. Financials and business segments

- 7.2.3. Recent developments
- 7.3. Adobe Systems
 - 7.3.1. Overview
 - 7.3.2. Financials and business segments
 - 7.3.3. Recent developments
- 7.4. Verint Systems
 - 7.4.1. Overview
 - 7.4.2. Financials and business segments
 - 7.4.3. Recent developments
- 7.5. SAP SE
 - 7.5.1. Overview
 - 7.5.2. Financials and business segments
 - 7.5.3. Recent developments
- 7.6. Tech Mahindra
 - 7.6.1. Overview
 - 7.6.2. Financials and business segments
 - 7.6.3. Recent developments
- 7.7. Zendesk
 - 7.7.1. Overview
 - 7.7.2. Financials and business segments
 - 7.7.3. Recent developments
- 7.8. Satmetrix
 - 7.8.1. Overview
 - 7.8.2. Financials and business segments
 - 7.8.3. Recent developments
- 7.9. ResponseTek
 - 7.9.1. Overview
 - 7.9.2. Financials and business segments
 - 7.9.3. Recent developments
- 7.10. ClickTale
 - 7.10.1. Overview
 - 7.10.2. Financials and business segments
 - 7.10.3. Recent developments

List Of Tables

LIST OF TABLES

Table 1. Customer Experience Management (CEM) Market Share, by Touch Point, 2014-2025

Table 2. Customer Experience Management (CEM) Market Share, by Vertical, 2014-2025

Table 3. Customer Experience Management (CEM) Market Share, by Region, 2014-2025

Table 4. Customer Experience Management (CEM) Market Value for Social Media, by Touch Point, 2014-2025, \$million

Table 5. Customer Experience Management (CEM) Market Value for Web, by Region, 2017-2025, \$million

Table 6. Customer Experience Management (CEM) Market Value for Email, by Region, 2017-2025, \$million

Table 7. Customer Experience Management (CEM) Market Value for Contact Centre, by Region, 2017-2025, \$million

Table 8. Customer Experience Management (CEM) Market Value for Other, by Region, 2017-2025, \$million

Table 9. Customer Experience Management (CEM) Market Value for Healthcare, by Region, 2017-2025, \$million

Table 10. Customer Experience Management (CEM) Market Value for Information Technologies, by Region, 2017-2025, \$million

Table 11. Customer Experience Management (CEM) Market Value for Public Sector, by Region, 2017-2025, \$million

Table 12. Customer Experience Management (CEM) Market Value for Consumer Goods & Retail, by Region, 2017-2025, \$million

Table 13. Customer Experience Management (CEM) Market Value for Banking, Financial Services & Insurance, by Region, 2017-2025, \$million

Table 14. Customer Experience Management (CEM) Market Value for Hospitality, by Region, 2017-2025, \$million

Table 15. Customer Experience Management (CEM) Market Value for Automotive, by Region, 2017-2025, \$million

Table 16. Customer Experience Management (CEM) Market Value for Others, by Region, 2017-2025, \$million

Table 17. Customer Experience Management (CEM) Market Value for North America, by Country, 2014-2025, \$million

Table 18. Customer Experience Management (CEM) Market Value for North America,

by Touch Point, 2014-2025, \$million

Table 19. Customer Experience Management (CEM) Market Value for North America, by Vertical, 2014-2025, \$million

Table 20. Customer Experience Management (CEM) Market Value for Europe, by Country, 2014-2025, \$million

Table 21. Customer Experience Management (CEM) Market Value for Europe, by Touch Point, 2014-2025, \$million

Table 22. Customer Experience Management (CEM) Market Value for Europe, by Vertical, 2014-2025, \$million

Table 23. Customer Experience Management (CEM) Market Value for Asia-Pacific, by Country, 2014-2025, \$million

Table 24. Customer Experience Management (CEM) Market Value for Asia-Pacific, by Touch Point, 2014-2025, \$million

Table 25. Customer Experience Management (CEM) Market Value for Asia-Pacific, by Vertical, 2014-2025, \$million

Table 26. Customer Experience Management (CEM) Market Value for LAMEA, by Country, 2014-2025, \$million

Table 27. Customer Experience Management (CEM) Market Value for LAMEA, by Touch Point, 2014-2025, \$million

Table 28. Customer Experience Management (CEM) Market Value for LAMEA, by Vertical, 2014-2025, \$million

Table 29. Oracle Corporation - Company Snapshot

Table 30. International Business Machines Corporation - Company Snapshot

Table 31. Adobe Systems - Company Snapshot

Table 32. Verint Systems - Company Snapshot

Table 33. SAP SE - Company Snapshot

Table 34. Tech Mahindra - Company Snapshot

Table 35. Zendesk - Company Snapshot

Table 36. Satmetrix - Company Snapshot

Table 37. ResponseTek - Company Snapshot

Table 38. ClickTale - Company Snapshot

List Of Figures

LIST OF FIGURES

- Figure 1. Customer Experience Management (CEM): Social Media Market Value, 2014-2016, \$million
- Figure 2. Customer Experience Management (CEM): Web Market Value, 2014-2016, \$million
- Figure 3. Customer Experience Management (CEM): Email Market Value, 2014-2016, \$million
- Figure 4. Customer Experience Management (CEM): Contact centre Market Value, 2014-2016, \$million
- Figure 5. Customer Experience Management (CEM): Other Market Value, 2014-2016, \$million
- Figure 6. Customer Experience Management (CEM): Healthcare Market Value, 2014-2016, \$million
- Figure 7. Customer Experience Management (CEM): Information Technologies Market Value, 2014-2016, \$million
- Figure 8. Customer Experience Management (CEM): Public sector Market Value, 2014-2016, \$million
- Figure 9. Customer Experience Management (CEM): Consumer Goods & Retail Market Value, 2014-2016, \$million
- Figure 10. Customer Experience Management (CEM): Banking, Financial Services & Insurance Market Value, 2014-2016, \$million
- Figure 11. Customer Experience Management (CEM): Hospitality Market Value, 2014-2016, \$million
- Figure 12. Customer Experience Management (CEM): Automotive Market Value, 2014-2016, \$million
- Figure 13. Customer Experience Management (CEM): Others Market Value, 2014-2016, \$million
- Figure 14. Customer Experience Management (CEM): U.S. Market Value, 2014-2016, \$million
- Figure 15. Customer Experience Management (CEM): U.S. Market Value, 2017-2025, \$million
- Figure 16. Customer Experience Management (CEM): Canada Market Value, 2014-2016, \$million
- Figure 17. Customer Experience Management (CEM): Canada Market Value, 2017-2025, \$million
- Figure 18. Customer Experience Management (CEM): Mexico Market Value,

2014-2016, \$million

Figure 19. Customer Experience Management (CEM): Mexico Market Value, 2017-2025, \$million

Figure 20. Customer Experience Management (CEM): UK Market Value, 2014-2016, \$million

Figure 21. Customer Experience Management (CEM): UK Market Value, 2017-2025, \$million

Figure 22. Customer Experience Management (CEM): Germany Market Value, 2014-2016, \$million

Figure 23. Customer Experience Management (CEM): Germany Market Value, 2017-2025, \$million

Figure 24. Customer Experience Management (CEM): France Market Value, 2014-2016, \$million

Figure 25. Customer Experience Management (CEM): France Market Value, 2017-2025, \$million

Figure 26. Customer Experience Management (CEM): Spain Market Value, 2014-2016, \$million

Figure 27. Customer Experience Management (CEM): Spain Market Value, 2017-2025, \$million

Figure 28. Customer Experience Management (CEM): Italy Market Value, 2014-2016, \$million

Figure 29. Customer Experience Management (CEM): Italy Market Value, 2017-2025, \$million

Figure 30. Customer Experience Management (CEM): Rest of Europe Market Value, 2014-2016, \$million

Figure 31. Customer Experience Management (CEM): Rest of Europe Market Value, 2017-2025, \$million

Figure 32. Customer Experience Management (CEM): China Market Value, 2014-2016, \$million

Figure 33. Customer Experience Management (CEM): China Market Value, 2017-2025, \$million

Figure 34. Customer Experience Management (CEM): Japan Market Value, 2014-2016, \$million

Figure 35. Customer Experience Management (CEM): Japan Market Value, 2017-2025, \$million

Figure 36. Customer Experience Management (CEM): India Market Value, 2014-2016, \$million

Figure 37. Customer Experience Management (CEM): India Market Value, 2017-2025, \$million

Figure 38. Customer Experience Management (CEM): Australia Market Value, 2014-2016, \$million

Figure 39. Customer Experience Management (CEM): Australia Market Value, 2017-2025, \$million

Figure 40. Customer Experience Management (CEM): South Korea Market Value, 2014-2016, \$million

Figure 41. Customer Experience Management (CEM): South Korea Market Value, 2017-2025, \$million

Figure 42. Customer Experience Management (CEM): Rest of Asia-Pacific Market Value, 2014-2016, \$million

Figure 43. Customer Experience Management (CEM): Rest of Asia-Pacific Market Value, 2017-2025, \$million

Figure 44. Customer Experience Management (CEM): Brazil Market Value, 2014-2016, \$million

Figure 45. Customer Experience Management (CEM): Brazil Market Value, 2017-2025, \$million

Figure 46. Customer Experience Management (CEM): Saudi Arabia Market Value, 2014-2016, \$million

Figure 47. Customer Experience Management (CEM): Saudi Arabia Market Value, 2017-2025, \$million

Figure 48. Customer Experience Management (CEM): South Africa Market Value, 2014-2016, \$million

Figure 49. Customer Experience Management (CEM): South Africa Market Value, 2017-2025, \$million

Figure 50. Customer Experience Management (CEM): Rest of LAMEA Market Value, 2014-2016, \$million

Figure 51. Customer Experience Management (CEM): Rest of LAMEA Market Value, 2017-2025, \$million

COMPANIES MENTIONED

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.

I would like to order

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

Product link: <https://marketpublishers.com/r/G7C66C5D5D0EN.html>

Price: US\$ 3,619.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G7C66C5D5D0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

