

Customer Relationship Management (CRM) - Mid Size Outlook (2016-20)

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Abstracts

Customer relationship management has played a vital role in building a strong relationship between business organisations and customers. The increase in customer attrition and the need for an effective customer engagement has made adoption of CRM software essential in business organisations in order to gain customer loyalty.

Customer satisfaction play an important role in businesses to avoid churning of customers. Hence, the need for adoption of CRM software is essential for a systematic approach by businesses towards maintenance of customer interaction and to understand the requirements of customers and serve them efficiently.

The report titled CRM software showcases an in-depth analysis of the overall CRM software market in terms of market size, end-users, deployment model and verticals served. This report also forecasts the growth numbers till 2019(on a YoY basis) and hence suggests the compound annual growth for the estimated period. The report brings about a detailed description about developed and emerging CRM markets globally.

Contents

1. INTRODUCTION

- 1.1. Report Description
- 1.2. Objective
- 1.3. Scope of the Research
- 1.4. Regions Covered
- 1.5. Key Takeaways
- 1.6. Key Stakeholders
- 1.7. Key Terminologies
- 1.8. List of Abbreviations

2. EXECUTIVE SUMMARY

- 2.1. Executive Overview

3. RESEARCH AND FORECASTING

- 3.1. Research Methodology
- 3.2. Forecasting Methodology

4. INDUSTRY LANDSCAPE

- 4.1. Market Size and Growth
- 4.2. Competitive Landscape
- 4.3. Market Share
- 4.4. Company Classification
- 4.5. Region Outlook
- 4.6. Market Metrics
- 4.7. Porter's Five Forces Model
- 4.8. Key Drivers Analysis
- 4.9. Key Constraints Analysis
- 4.10. Key Opportunities Identified
- 4.11. Key Challenges Identified

5. MARKET SEGMENTATION

- 5.1 End User

5.1.1 Mid Size

5.1.1.1. Market Size and Forecasting

5.1.1.2. Key Drivers Analysis

5.1.1.3. Key Constraints Analysis

5.1.1.4. Key Opportunities Identified

5.1.1.5. Key Challenges Identified

5.1.1.6. Sub Segments

5.1.1.6.1 Europe

5.1.1.6.2 APAC

5.1.1.6.3 South America

5.1.1.3 ROW

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