

Customer Communications Management - Global Market Outlook (2020 -2028)

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Abstracts

According to Statistics MRC, the Global Customer Communications Management Market is accounted for \$1.17 billion in 2020 and is expected to reach \$3.13 billion by 2028 growing at a CAGR of 13.1% during the forecast period. CCM solutions help in keeping consumer engagement through omnichannel and technological advancements in NLP are the major factors propelling the market growth. However, data synchronization and complexities are hampering market growth.

Customer Communications Management is software that allows organizations to centralize communications with customers across a dissimilar range of channels, both analog and digital. Artificial Intelligence and Advanced Natural Language Processing have made the CCM much more progress than earlier and are solving business problems by providing better services by being available 24*7, also by giving quick solutions to the customers.

Based on the end user, the banking financial services and insurance (BFSI) segment is estimated to have a lucrative growth due to the capitalization of market opportunities over different geographies and the requirement for cross-selling and up-selling the products. The BFSI sector is gaining an advantage by outsourcing the service, as it helps reduce operating costs and maximize customer service so that the companies in this sector can concentrate on their core business.

By geography, the Asia Pacific is going to have lucrative growth during the forecast period. The performance of CCM solutions has become more probable for these businesses. The rising internet penetration and per-user online expenditure have led organizations to improve their offerings in the CCM market.

Some of the key players profiled in the Customer Communications Management Market include Smart Communications, Adobe, AdventSys, Podium, Braze, Capgemini, Cedar CX Technologies, Doxee, Doxim, Ecrion, Front, HelpCrunch, Hyland, Messagepoint, Napersoft, Sefas Innovation, Inc., Trengo, Zendesk, Newgen Software, OpenText, Oracle, Papyrus Software, Pitney Bowes, and Quadient.

Deployment Modes Covered:

On-Premises/On-Site

Cloud

Components Covered:

Solutions

Services

Organization Sizes Covered:

Large Enterprises

Small and Medium Enterprises (SMEs)

End Users Covered:

Banking Financial Services and Insurance (BFSI)

Government & Public Sector

Healthcare & Life Sciences

Information Technology (IT) and Telecom

Retail and eCommerce

Travel and Hospitality

Utilities

Aerospace & Defense

Manufacturing

Automotive & Transportation

Consumer Goods

Energy & Utilities

Building, Construction & Real Estate

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025, and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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