

United States CX Analytics Market By Touchpoint (Call Center, Branch, Web and Mobile Website, Email & Others), By Vertical (BFSI, IT & Telecom, Retail, Healthcare & Others), Competition, Forecast and Opportunities, 2013 - 2023

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Abstracts

United States CX analytics market is projected to grow from \$ 1.6 billion in 2017 to \$ 3.4 billion by 2023, exhibiting a CAGR of over 13% during 2018 - 2023. Anticipated growth in the market can be attributed to increasing focus on customer retention in business entities and rising penetration of smartphones. Moreover, increasing inclination towards artificial intelligence along with growing competition among companies is further anticipated to fuel growth in the market over the coming years. Among touchpoints, call center segment dominates United States CX analytics market as the number of call centers is increasing in the country.

Years considered for this report:

Historical Years: 2013-2016

Base Year: 2017

Estimated Year: 2018

Forecast Period: 2019–2023

Objective of the Study:

To define, segment, describe and forecast United States CX analytics market on the basis of touchpoint, vertical, region and company.

To analyze and forecast United States CX analytics market size.

To scrutinize the detailed market segmentation and forecast the market size, by segmenting United States CX Analytics Market on the basis of touchpoints, namely, Call Center, Branch, Web and Mobile Website, Email & Others.

To identify the drivers and challenges for United States CX analytics market.

To analyze and forecast the market size for United States CX analytics market with respect to touchpoint, vertical, region and company.

To strategically profile leading players in the market which are driving innovation and technological advancements in United States CX analytics market.

Some of the leading players in United States CX analytics market are: International Business Machines Corporation, SAS Institute Inc., Adobe Inc., Oracle International Corporation, Salesforce.com, Inc., Avaya Inc., Verint Systems Inc., OpenText Inc., SDL Inc., and Tech Mahindra (Americas) Inc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of CX analytics providers in the United States. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. TechSci Research further analyzed the product offerings or variants of major CX analytics providers.

TechSci Research calculated the market size for United States CX analytics market using a bottom-up approach, wherein data for different components for standard application were recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives, and these were externally validated through analyzing historical data of CX analytics market to arrive at the overall market size. Various secondary sources such as secondary Company website, company annual reports, press releases, white papers, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

United States CX analytics providers

Research organizations and consulting companies

Associations, organizations and alliances related to speech analytics

Government bodies such as regulating authorities and policy makers

Industry associations

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as CX analytics providers, companies, customers and policy makers, about the targeted market segments in coming years in order to strategize investments and capitalize on the growth of market segment.

Report Scope:

In this report, United States CX analytics market has been segmented into the following categories in addition to the industry trends which have also been detailed below:

Market by Touchpoint:

Call Center

Branch

Web and Mobile Website

Email

Others

Market by Vertical:

BFSI

IT & Telecom

Retail

Healthcare

Others

Market by Region:

West

Northeast

South

Midwest

Market by Company:

International Business Machines Corporation

Oracle International Corporation

Salesforce.com, Inc.

Avaya Inc.

Others

Competitive Landscape

Company Profiles: Detailed analysis of the major companies providing CX analytics.

Available Customizations:

With the given market data, TechSci Research offers customization according to the company's specific needs. The following customization options are available for the report:

Customer Profiling

Detailed analysis and profiling of additional market players (up to five)

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. ANALYST VIEW

4. VOICE OF CUSTOMER

4.1. United States CX Analytics, By Vertical

4.2. United States BFSI CX Analytics, By Touchpoint

4.3. United States IT & Telecom CX Analytics, By Touchpoint

4.4. United States Retail CX Analytics, By Touchpoint

4.5. United States Healthcare CX Analytics, By Touchpoint

4.6. United States Healthcare CX Analytics, By Touchpoint

4.7. United States CX Analytics, By Department who get to see information gathered from CX Analytics

5. GLOBAL CX ANALYTICS MARKET OVERVIEW

6. UNITED STATES CX ANALYTICS MARKET LANDSCAPE

7. UNITED STATES CX ANALYTICS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Touchpoint (Call Center, Branch, Web and Mobile Website, Email and Others)

7.2.2. By Vertical (BFSI, IT & Telecom, Retail, Healthcare and Others)

7.2.3. By Region (West, Northeast, South, Midwest)

7.2.4. By Company

7.3. Market Attractiveness Index

7.3.1. By Touchpoint

7.3.2. By Vertical

7.3.3. By Region

8. UNITED STATES BFSI CX ANALYTICS MARKET OUTLOOK

United States CX Analytics Market By Touchpoint (Call Center, Branch, Web and Mobile Website, Email & Others),...

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Touchpoint

9. UNITED STATES IT & TELECOM CX ANALYTICS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Touchpoint

10. UNITED STATES RETAIL CX ANALYTICS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Touchpoint

11. UNITED STATES HEALTHCARE CX ANALYTICS MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Touchpoint

12. UNITED STATES OTHERS CX ANALYTICS MARKET OUTLOOK

12.1. Market Size & Forecast

12.1.1. By Value

12.2. Market Share & Forecast

12.2.1. By Touchpoint

13. MARKET DYNAMICS

13.1. Impact Analysis

13.2. Drivers

13.3. Challenges

14. MARKET TRENDS & DEVELOPMENTS

15. POLICY & REGULATORY LANDSCAPE

16. UNITED STATES ECONOMIC PROFILE

17. COMPETITIVE LANDSCAPE

17.1. Competition Benchmarking

17.2. Company Profiles

17.2.1. International Business Machines Corporation

17.2.2. Oracle International Corporation

17.2.3. Adobe Inc.

17.2.4. Salesforce.com, Inc.

17.2.5. Avaya Inc.

17.2.6. Tech Mahindra (Americas) Inc.

17.2.7. OpenText Inc.

17.2.8. SAS Institute Inc.

17.2.9. Verint Systems Inc.

17.2.10. SDL Inc.

18. STRATEGIC RECOMMENDATIONS

List Of Figures

LIST OF FIGURES

- Figure 1: United States CX Analytics, By Vertical, (N=50)
- Figure 2: United States BFSI CX Analytics, By Touchpoint, (N=50)
- Figure 3: United States IT & Telecom CX Analytics, By Touchpoint, (N=50)
- Figure 4: United States Retail CX Analytics, By Touchpoint, (N=50)
- Figure 5: United States Healthcare CX Analytics, By Touchpoint, (N=50)
- Figure 6: United States Healthcare CX Analytics, By Touchpoint, (N=50)
- Figure 7: United States CX Analytics, By Department which Get to See Information Gathered from CX Analytics, (N=50)
- Figure 8: United States CX Analytics Market Size, By Value (USD Million), 2013-2023F
- Figure 9: United States Artificial Intelligence Market Growth Rate, By Value, 2013-2022F
- Figure 10: United States Smartphone Users, 2013-2017 (Million)
- Figure 11: United States CX Analytics Market Share, By Touchpoint, By Value, 2013-2023F
- Figure 12: United States CX Analytics Market Share, By Vertical, By Value, 2013-2023F
- Figure 13: United States Retail Market Share, By Segment, By Value, 2017
- Figure 14: United States CX Analytics Market Share, By Region, By Value, 2017 & 2023F
- Figure 15: United States CX Analytics Market Share, By Region, By Value, 2013-2023F
- Figure 16: United States CX Analytics Market Share, By Company, By Value, 2017
- Figure 17: United States CX Analytics Market Attractiveness Index, By Touchpoint, By Value, 2018E-2023F
- Figure 18: United States CX Analytics Market Attractiveness Index, By Vertical, By Value, 2018E-2023F
- Figure 19: United States CX Analytics Market Attractiveness Index, By Region, By Value, 2018E-2023F
- Figure 20: United States BFSI CX Analytics Market Size, By Value (USD Million), 2013-2023F
- Figure 21: United States Retail Banking Information and Communication Technology Spending on Channel Improvement, By Value (USD Billion), 2015-2022F
- Figure 22: United States BFSI CX Analytics Market Share, By Touchpoint, By Value, 2013-2023F
- Figure 23: United States IT & Telecom CX Analytics Market Size, By Value (USD Million), 2013-2023F
- Figure 24: United States Information Technology Spending, By Value (USD Billion),

2016

Figure 25: United States IT & Telecom CX Analytics Market Share, By Touchpoint, By Value, 2013-2023F

Figure 26: United States Retail CX Analytics Market Size, By Value (USD Million), 2013-2023F

Figure 27: United States Retail Market Size, By Value (USD Billion), 2015-2017

Figure 28: United States Retail CX Analytics Market Share, By Touchpoint, By Value, 2013-2023F

Figure 29: United States Healthcare CX Analytics Market Size, By Value (USD Million), 2013-2023F

Figure 30: Current Health Expenditure Per Capita in United States, By Value (USD), 2007-2015

Figure 31: United States Healthcare CX Analytics Market Share, By Touchpoint, By Value, 2013-2023F

Figure 32: United States Others CX Analytics Market Size, By Value (USD Million), 2013-2023F

Figure 33: United States Others CX Analytics Market Share, By Touchpoint, By Value, 2013-2023F

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