

North America Help Desk and Ticketing Software Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The North American help desk and ticketing software market is projected to grow significantly, reaching approximately \$2,779.41 million by 2031, up from \$1,385.58 million in 2023, reflecting a compound annual growth rate (CAGR) of 9.1% during this period.

Executive Summary and Market Analysis

North America stands as a central hub for various industries, including IT & Telecom, healthcare, finance, and e-commerce, all of which depend heavily on effective customer and internal support systems. Companies in these sectors prioritize enhancing customer experience to address grievances efficiently, and help desk software plays a crucial role in automating the complaint resolution process. The United States, recognized as a leading tech hub, boasts prominent areas like Silicon Valley and New York City, which outpace many Asian and European counterparts. Major players in the help desk and ticketing software market, such as Zendesk, Genesys, Freshworks Inc., and SolarWinds Worldwide, LLC, are based in North America, contributing to the market's growth through continuous product innovation and launches. For instance, in March 2023, BoldDesk introduced a modern cloud-based ticketing software designed to streamline support email management, team collaboration, and task automation, thereby enhancing customer experience.

Additionally, government agencies in the region are adopting help desk solutions. iSupport Software, for example, provides tailored help desk solutions for organizations like the Centers for Disease Control (CDC) and the US Army, addressing the unique

challenges faced by the public sector, including budget constraints and regulatory oversight.

Market Segmentation Analysis

The North American help desk and ticketing software market can be segmented based on components, industry verticals, deployment methods, and organization sizes:

Components: The market is divided into software and services, with software holding a larger market share in 2023.

Industry Verticals: Key sectors include retail, government, manufacturing, healthcare, hospitality, IT and telecom, with IT and telecom leading the market share.

Deployment: The market is categorized into cloud-based and on-premises solutions, with cloud-based options dominating in 2023.

Organization Size: The market is segmented into small & medium enterprises and large enterprises, with large enterprises holding a significant share.

Market Outlook

The COVID-19 pandemic accelerated the adoption of remote work, leading many businesses to digitize their operations. This shift has resulted in increased productivity among remote employees, prompting companies to maintain remote work practices even post-pandemic. Surveys indicate that a vast majority of remote workers prefer this model, with 97% expressing a desire to continue working remotely at least part-time.

As remote work becomes more common, the demand for help desk and ticketing systems is rising to support distributed teams effectively. These systems facilitate collaboration among technicians and enable quicker resolution of user requests. For instance, Zendesk reported a 16% increase in average ticket volume in 2021, highlighting the growing reliance on help desk software. Furthermore, a Hubspot survey indicated an 11-point increase in the use of help desk software in 2021 compared to the previous year.

To meet the needs of businesses adapting to remote work, companies in the help desk market are launching innovative solutions. In February 2021, HappyFox, Inc. introduced the HappyFox Assist AI solution, which empowers IT and HR teams to automate responses to repetitive inquiries. This AI-driven product integrates seamlessly with platforms like Slack and various ticketing systems, making it ideal for organizations operating in hybrid work environments.

Country Insights

The North American help desk and ticketing software market includes the US, Canada, and Mexico, with the US holding the largest market share in 2023. The US is at the forefront of adopting advanced help desk solutions, housing major market players such as Genesys, Zendesk, and SolarWinds Worldwide LLC. Many of these companies offer omnichannel systems to enhance customer service. According to Zendesk's Customer Experience Trends Report 2020, poor customer experience has led 82% of customers to stop doing business with a company, driving the adoption of help desk software across various sectors.

Company Profiles

Key players in the North American help desk and ticketing software market include Zendesk Inc., Genesys, Zoho Corp Pvt Ltd, Freshworks Inc., SolarWinds Worldwide LLC, and ServiceNow Inc., among others. These companies are pursuing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their offerings and increase market share.

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