CRM Market in China 2015-2019

Description:

About CRM
A CRM is a software solution used to manage organizational interaction with the existing and prospective customers. CRM is defined as a management philosophy that aims to create, develop, and enhance customer relationships to maximize customer value, corporate profitability, and ultimately the shareholder's value. CRM software supports organizations to maintain contact details of their existing or prospective customers, including details such as names, addresses, phone numbers, call records, and purchase history. CRM enables businesses to gain actionable insights using a back-end analytical engine. It also helps businesses to see new opportunities with predictive analytics, streamline the operations, and personalize customer service based on a customer's history and prior interactions.

The analysts forecast the CRM market in China to grow at a CAGR of 16.54 percent over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the CRM market in China for the period 2015-2019. To calculate the market size, the report considers revenue generated from the sales of CRM software. The revenue considered encompasses the following:

- Service and support
- Sales
- Marketing
- E-commerce

For the purpose of this report, enterprises are classified as follows based on the respective parameters:
SMB: Enterprises having employee strength between 1 and 999 with an annual revenue generation of not more than US$1 billion.
Large Business: Enterprises having employee strength of 1,000 and above, with an annual revenue generation of more than US$1 billion.

Key Vendors
- Microsoft
- Oracle
- SAP
- Salesforce.com

Other Prominent Vendors
- 800App CRM
- Amdocs
- Aplicor
- AsiaInfo-Linkage
- IBM
- Kingdee International Software
- NetSuite
- Neusoft
- Shanghai Bokesoft Information
- SugarCRM
- UFIDA
- Zoho

Market Drivers
- Increased Adoption of On-demand CRM Software
  - For a full, detailed list, view our report

Key Market Challenges
- Fragmented Implementations of CRM System
  - For a full, detailed list, view our report
Key Market Trends
- Increased Demand for Marketing Automation
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the Key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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