About contact center
Business enterprises worldwide have become increasingly dependent on various technologies and the Internet to run their business and drive revenue growth. This trend is expected to intensify, which indicates that the role of IT has become vital and directly contributes to the organization's agenda.

Contact center is a facility used to manage clients or customers contact via email, telephone, web chat, and social media. Contact centers have experienced an irretrievable evolution over the last decade. Many business enterprises have several contact centers to manage customer interaction. It could be an in-house team or outsourced to a third party assistance. It offers different services such as support or help desk, customer service, and sales and marketing. In spite of ample public criticism many contact centers are outsourced and offshored. They aid enterprises by providing better customer experience, productivity, valuable business intelligence to concentrate on their core competencies, reduced time-to-market, access to fresh talent and experience along with the latest technologies, and help build an organization with an economical cost structure in the long run. It is responsible for managing priorities and reporting on all the email, voice, web chat, text and social messaging in the same way.

Contact centers act as a central point in an enterprise from where all customer contacts are managed. They play a prominent role within an enterprise's broad customer management strategies. Currently, contact centers are adopting new technologies to become multichannel operations. This results in a coherent customer experience and enables customer expectations to be met with an advanced level of interaction.

The report forecasts the global contact center market to grow at a CAGR of 9.26% over the period 2014-2019.

Covered in this report
The report covers the current scenario and the growth prospects of the global contact center market for 2015-2019. To calculate the market size, the report considers revenue generated from on-premise and hosted contact center deployments.

The market is divided into the following segments based on solutions:
- Inbound systems
- Interactive voice response (IVR)
- Quality management (QM)
- Analytics
- Workforce management (WFM)
- Outbound systems

The market is divided into the following segments based on geography:
- Americas
- EMEA
- APAC

The report, Global Contact Center Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report also covers the landscape of the market and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key vendors
- Alcatel-Lucent
- Avaya
- Cisco Systems
- Huawei Technologies

Other prominent vendors
- 3CLogic
- 8x8
Key Market drivers
- Rise in advanced communication technologies
- For a full, detailed list, view the full report

Key Market challenges
- High attrition rate
- For a full, detailed list, view the full report

Key Market trends
- Cloud-based contact centers
- For a full, detailed list, view the full 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?
Exhibit 09: Global IVR contact center market 2014-2019 ($ billions)
Exhibit 10: Global QM contact center market 2014-2019 ($ billions)
Exhibit 11: Global analytics contact center market 2014-2019 ($ billions)
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