Customer Experience Management Market by Touch Points, by Regions, by Vertical - Global Forecast to 2020

Description: "Customer Experience Management Market by Touch Points (Company Website, Ranch/Store, Web, and Call Center), by Regions (North America, Europe, Asia-Pacific, Middle East & Africa, and Latin America), by Vertical (IT Communication Service Providers, BFSI, and Others) - Global Forecast to 2020"

Today, customers are becoming increasingly influential with regards to an organization's strategic initiatives. Therefore, every business organization is focusing on increasing its customer base by providing solutions on multiple channels where customers can interact and their behavior can be ascertained. IT communication service providers, telecommunication service providers; banking, financial services and insurance; and consumer goods and retail markets provide huge opportunities for global customer experience management.

Currently, mobile and social media are gaining popularity in every aspect of human lives. The customers are surrounded with large number of choices, which ultimately affects brand loyalty. Therefore, companies are focusing on fulfilling customers demand by providing products and services that can be personalized to their specific needs and delivered through their chosen channels. Companies are using various analytical tools such as big data analytics, predictive analytics, social media analytics, speech analytics, and various others to manage the emotional component of customer's experience and increase their customer base. The way organizations engage with their customers has become a key factor in defining their success.

The global customer experience management market covers various touchpoints, such as company websites, branch/store, web, email, mobile, and social media, which are used by organizations to monitor customer behavior and make strategic decisions accordingly. By verticals, the market is segmented into IT communication service providers, telecommunication service providers; banking, financial services and insurance; consumer goods & retail, healthcare, automotive & transportation and, various other industries. On the basis of region, the market is segmented into North America, Asia-Pacific, Europe, Latin America and Middle East and Africa. The report also describes the key market dynamics, such as drivers, restraints, challenges, and opportunities in the global customer experience management market.

The key players in the market are Nokia Networks, SAP SE, Tech Mahindra, Verint Systems, Oracle Corporation, Adobe Systems Inc., IBM, Clarabridge, SAS Institute Inc., SDL, and OpenText, among others. This report provides an in-depth analysis of the strategies, such as new product launches, partnerships, acquisitions, and collaborations adopted by the key players to sustain their growth in the global customer experience management market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis - industry analysis (industry trends and value chain analysis), market share analysis of the top players, and company profiles. These insights together comprise and discuss basic views on the competitive landscape, emerging- and high-growth segments of the global customer experience management market, high-growth regions, and initiatives taken by governments of different countries, along with market drivers, restraints, opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help them in garnering increased market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information about the offerings of the top 10 market players.
- Product Development/Innovation: Detailed insights on the upcoming technologies, research and
development activities, and new product launches in the market.

- Market Development: Comprehensive information about lucrative emerging markets.

- Market Diversification: Exhaustive information about new products, untapped geographies, and recent developments.

- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading market players.

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*Details On Overview, Financials, Product & Services, Strategy, and Developments Might Not be Captured in Case of Unlisted Companies

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