Customer Experience Monitoring - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Customer Experience Monitoring in US$ Thousands. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World.

Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a five-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 49 companies including many key and niche players such as -

- Aternity, Inc.
- BMC Software, Inc.
- CA Technologies, Inc.
- Comarch SA
- Compuware Corporation

Contents: CUSTOMER EXPERIENCE MONITORING

A GLOBAL STRATEGIC BUSINESS REPORT

CONTENTS

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1. OUTLOOK
A Prelude
End-User Experience Monitoring
Gaining Impetus
CEM Balances Customers and Business
Increasing Need for Web Performance Monitoring
Rise of Digital Communication Masks Traditional Market Surveys
Increasing Importance of CEM in Telecom
Current & Future Analysis

2. INDUSTRY OVERVIEW AND TRENDS
Market Scenario
Customer Experience Management Market to Witness Significant Growth
CEM Emerges as a Tool for Enhancing Customer Loyalty and Increasing Profitability
Evolution of Customer Experience Monitoring
Key Practices Expected to Allow Companies Gain Maximum Benefits from CEM
Integration of Management Tools to Convert Data into Action
Focus on Diagnostics through Customer Interactions
Monitoring the Quality of Customer Service
Sharing of Customer Reports across the Organization
Integration of Diversified Data Sources
Monitoring Unsolicited and Unstructured Feedback
Closure of Customer Feedback Loop
Encouraging Customer Participation through Interactive Surveys
Integrating Social Media for Monitoring Customer Experience
Correlating Customer Feedbacks with Brand Experience
Impact of Social Media on Improving Customer Experience
Telecommunications Sector Eyeing CEM for Customer Retention and Acquisition

Table 1: Global Mobile Telecommunications Market (2014-H1): Number of Mobile Subscriptions (in Million) by Geographic Region (includes corresponding Graph/Chart)
Table 2: Global Mobile Internet Market (2014): Number of Active Subscriptions (in Million) by Geographic Region (includes corresponding Graph/Chart)
Growing Mobile Broadband Demand Bodes Well for CEM
Table 3: Global Market for Smartphones: Volume Sales in Million Units for 2011, 2013, 2015 & 2018 (includes corresponding Graph/Chart)
Table 4: Global Smartphones Market Percentage Breakdown of Unit Sales for US, Canada, Japan, France, Germany, Italy, UK, Russia, China, India, and Brazil for 2013 (includes corresponding Graph/Chart)
Table 5: World Smartphone Penetration for Select Countries (as a Percentage of Mobile Phone Users): 2013 (includes corresponding Graph/Chart)
Table 6: Worldwide Smartphone Penetration (as a Percentage of Total Population) for Select Countries: January 2014 (includes corresponding Graph/Chart)
Table 7: Global Mobile Broadband Subscriptions (in Million) in Developed and Developing Countries: January 2014 (includes corresponding Graph/Chart)
Table 8: Worldwide Mobile Broadband Penetration Rate (%) by Region: January 2014 (includes corresponding Graph/Chart)
Table 9: Worldwide Active Broadband (Fixed & Mobile) Per 100 People (2013): Breakdown by Geographic Region (includes corresponding Graph/Chart)
Table 10: Worldwide Monthly Wireless Data Traffic in Millions of Gigabytes per Month for the Years 2012 Through 2018 (includes corresponding Graph/Chart)
Conventional Revenue Generating Measures Make Way for Managing Customer Experience in Telecom
Available Technologies Leave Much to be Desired
Grouping Available CEM Solutions for Telecom
Network Probes Lose Sheen in Telecom Industry
Rising Mobile Internet Traffic Spurs New Analytical Solutions
Advanced CEM Management Tools-Data Source for Business Analytics
Website and Web Applications Experience Monitoring
The Need for Combining Active and Passive Monitoring Arises
APM Tools Gain Prominence
What Does APM Do?
Future Prospects in APM Capabilities
Competition to Further Intensify
Demand for Tag Management Solutions Gains Momentum
Increasing Prominence of Component Level and Real User Monitoring Solutions
Rising Demand for Compressive Web Analytics
Web Analytics Market Matures, Consolidation Activity Slows Down
Select Vendors of Customer Experience Monitoring Tools

3. PRODUCT OVERVIEW
Customer Experience: An Introduction
Methods for Improving Customer Experience
What is Customer Experience Monitoring?
Customer Experience Monitoring vs. Customer Relationship Management
Benefits
Factors Restricting Organizations from Implementing Customer Experience Monitoring
End User/Customer Experience Monitoring Tools
Definition
Major Benefits of End-User Monitoring Solutions
Methods for End-User Experience Monitoring
Synthetic Transactions
Passive Collector
Javascript
Types of Website Monitoring Solutions
Passive Monitoring/Real-User Monitoring
Major Benefits
Major Disadvantages
Active Monitoring/Synthetic Monitoring
Major Advantages

4. PRODUCT INNOVATIONS/INTRODUCTIONS
CA Technologies Releases CA Nimsoft Monitor
Dynatrace Develops Performance Test
Compuware Adds New Capabilities to DC RUM Solution
CorrelSense Launches Real User Monitoring for Native Mobile Applications
Knoa Rolls Out Beta Version of Executive Dashboards
RADCOM Uses Intel® Ethernet XL710 Controller
Anite Launches Nemo CEM Observer
Knoa Software Launches Knoa Experience and Performance Manager (EPM) version 7.1
New Relic Announces Extended capabilities for New Relic for Mobile Apps
New Relic Plans To Host a Panel with Their Customers
CustVox Launches Customer Experience Management (CEM) Maturity Assessment Tool
CA Technologies Releases CA Workload Automation Solution
Huawei Incorporates HUAWEI SmartCare CEM Solution in IDEAL Use Cases
Accanto Rolls Out iCEM Monitoring Platform

5. RECENT INDUSTRY ACTIVITY
TAP Portugal Utilizes CA Technologies APM
Metrica Inks Strategic Partnership Agreement with Sensiple
RADCOM Partners With Allot to Provide VoIP Quality of Experience Monitoring Solution
RADCOM Announces Expansion in China with CTC
CustVox Enters into Partnership with Jacobsons Direct Marketing Services
Nexus Telecom Joins Hands with Aito Technologies

6. FOCUS ON SELECT PLAYERS
Aternity, Inc. (US)
BMC Software, Inc. (US)
CA Technologies, Inc. (US)
Comarch SA (Poland)
Compuware Corporation (US)
CorrelSense, Inc. (US)
Dominion Digital, Inc. (US)
Huawei Technologies Co., Ltd. (China)
IBM (US)
Inforonics Global Services, LLC (US)
Knoa Software, Inc. (US)
KoHorts IT Services, LLC (US)
Metrica Systems Pvt. Ltd. (India)
NetCracker Technology Corp. (US)
New Relic, Inc. (US)
NEXA Group Pty Ltd. (Australia)
Nokia Siemens Networks Oy (Finland)
Oracle Corporation (US)
RADCOM Ltd. (Israel)
RadioOpt GmbH (Germany)
Riverbed Technology, Inc. (US)

7. GLOBAL MARKET PERSPECTIVE
Table 11: World Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 12: World Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 13: World 12-Year Perspective for Customer Experience Monitoring Solutions in Mobile...
Telecommunications Industry by Geographic Region
Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific, Latin America and Rest of World Markets for Years 2009, 2015 and 2020 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES
   A. Market Analysis
      Current & Future Analysis
      Product Launches
      Key Players
   B. Market Analytics
      Table 14: US Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
      Table 15: US Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

2. CANADA
   Market Analysis
   Table 16: Canadian Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 17: Canadian Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

3. JAPAN
   Market Analysis
   Table 18: Japanese Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 19: Japanese Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

4. EUROPE
   Market Analysis
   Table 20: European Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region
   France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 21: European Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region
   France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)
   Table 22: European 12-Year Perspective for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region
   Percentage Breakdown of Revenues for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2009, 2015 and 2020 (includes corresponding Graph/Chart)
4a. FRANCE
   Market Analysis
   Table 23: French Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 24: French Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)
4b. GERMANY
   A. Market Analysis
   Current & Future Analysis
   RadioOpt GmbH
A Key Player

B. Market Analytics

Table 25: German Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 26: German Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

4c. ITALY

Market Analysis

Table 27: Italian Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 28: Italian Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM

Market Analysis

Table 29: UK Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 30: UK Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

4e. SPAIN

Market Analysis

Table 31: Spanish Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 32: Spanish Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

4f. RUSSIA

Market Analysis

Table 33: Russian Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 34: Russian Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

4g. REST OF EUROPE

A. Market Analysis

Current & Future Analysis

Product Launches

Strategic Corporate Developments

Key Players

B. Market Analytics

Table 35: Rest Of Europe Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 36: Rest of Europe Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC

Market Analysis

Table 37: Asia-Pacific Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region

Australia, China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 38: Asia-Pacific Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region

Australia, China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures
Table 39: Asia-Pacific 12-Year Perspective for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry by Geographic Region Percentage Breakdown of Revenues for Australia, China, India and Rest of Asia-Pacific Markets for Years 2009, 2015 and 2020 (includes corresponding Graph/Chart)

5a. AUSTRALIA
A. Market Analysis
Current & Future Analysis
NEXA Group Pty Ltd.
A Key Player
B. Market Analytics
Table 40: Australian Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 41: Australian Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

5b. CHINA
A. Market Analysis
Current & Future Analysis
Product Launch
Strategic Corporate Developments
Huawei Technologies Co., Ltd.
A Key Player
B. Market Analytics
Table 42: Chinese Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 43: Chinese Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

5c. INDIA
A. Market Analysis
Current & Future Analysis
Metrica Systems Pvt. Ltd.
A Key Player
B. Market Analytics
Table 44: Indian Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 45: Indian Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

5d. REST OF ASIA-PACIFIC
Market Analysis
Table 46: Rest of Asia-Pacific Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 47: Rest of Asia-Pacific Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

6. LATIN AMERICA
Market Analysis
Table 48: Latin American Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 49: Latin American Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

7. REST OF WORLD
A. Market Analysis
Current & Future Analysis
Product Launch
Strategic Corporate Development
Key Player
B. Market Analytics
Table 50: Rest of World Recent Past, Current and Future Analysis for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 51: Rest of World Historic Review for Customer Experience Monitoring Solutions in Mobile Telecommunications Industry Analyzed with Annual Revenue Figures in US$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE
Total Companies Profiled: 49 (including Divisions/Subsidiaries 49)
The United States (25)
Canada (2)
Japan (1)
Europe (13)
- France (3)
- Germany (2)
- The United Kingdom (1)
- Rest of Europe (7)
Asia-Pacific (Excluding Japan) (5)
Middle East (3)

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: Customer Experience Monitoring - Global Strategic Business Report |
| Web Address: http://www.researchandmarkets.com/reports/2666990/ |
| Office Code: SC |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>Last Name:</td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World