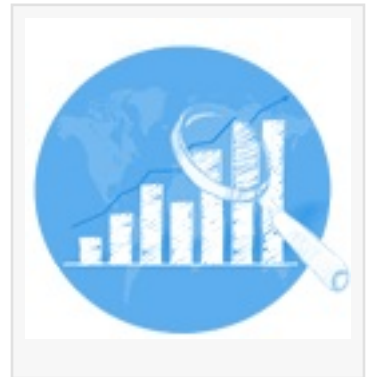


Contact Center Analytics Market Global Analysis, Segments, Size, Top Key Players, Drivers and Trends by Forecast to 2023

Contact Center Analytics Market, By Component (Software, Services), By Deployment (On-premises, on-demand) - Forecast 2023

PUNE, MAHARASHTRA, INDIA, August 23, 2017 /EINPresswire.com/ -- Market Highlights:

Contact center analytics are mostly used to measure the performance of customer service representatives individually as well as in whole. The analytics are used to understand the overall approach of customer relationship management in a proper manner. They are generally used by the call centers to evaluate interactions and identify the gap so that proper corrections can be done. The call center analytics helps organizations to overcome everyday challenges.



The factors contributing to the growth of the [Contact Center Analytics Market](#) are increasing demand for improved customer experience management solutions, enables companies to gain crucial insights to enhance customer experience and proliferation of cloud computing. Furthermore, factors such as increasing demand for various analytical solutions and the growing compliance requirements are expected to boost the growth of the contact center analytics market over the forecast period, 2017-2023.

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Oracle Corporation (US),
SAP SE (Germany), NICE
Ltd. (Israel), Five9, Inc. (US),
Enghouse Interactive (US),
Servion Global Solutions
(India)”

Market Research Future

Also, over the next few years contact centers improving the multichannel and cross channel customer experience. The customers use various different methods such as emails, voice chat, and web chat among others.

Geographically, North America accounted for the largest market share in the global contact center analytics market, whereas Asia-Pacific is expected to grow at a fast pace over the forecast period, 2017-2023.

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Major Key Players:

- Cisco Systems, Inc. (US)
- Verint Systems Inc. (US)
- Genpact Limited (Bermuda)
- Genesys (US)
- 8X8 Inc. (US)
- Mitel Networks Corporation (Canada)
- Oracle Corporation (US)

- SAP SE (Germany)
- NICE Ltd. (Israel)
- Five9, Inc. (US)
- Enghouse Interactive (US)
- Servion Global Solutions (India)
- Call Miner (US)

Contact Center Analytics Market:

According to Market Research Future, market has been segmented into touch point, end-users and region.

On the basis of application, the market has been segmented into workforce optimization, risk management, customer experience management and real time monitoring. Out of these, customer experience management accounted for the largest market share, because of automatically assigning a reason for all customer contacts based on speech, text, desktop and transaction analytics. Also, predictive analytics capabilities enable contact centers to detect and analyze cross-channel behavior patterns.

On the basis of end-users, the market has been segmented into banking & finance, manufacturing, government, it & telecommunications, energy & utilities, healthcare, automotive, media & entertainment among others.

On the basis of region, the market has been bifurcated into North-America, Europe, Asia-Pacific and Rest of the world.

Regional Analysis:

Regionally, North-America accounted for the largest market share, increased adoption of new technological solutions, regional growth of the customer experience management and increasing customer expectations, hub for industries with large operation base and customer contact centers and increasing adoption of cloud-based analytics solutions across various industries.

Market Research Future Analysis:

The global contact center analytics market is expected to grow significantly over the forecast period, 2017-2023. BFSI and healthcare segment of contact center analytics market globally drives the market. The market is expected to have higher growth rate as compared to the previous years.

North America region accounted for the largest market share because of the technological advancements, increasing e-commerce and m-commerce and growing need for regional customer satisfaction. Also, the Asia-Pacific region is expected to grow at a fast pace over the forecast period, 2017-2023. The region is attributed to the growth in the manufacturing hub and the growth in digitalization.

Intended Audience:

- Manufacturers
- Distributors
- Research firms
- Consultancy firms
- Software Developers
- Vendors
- Semiconductor Manufacturers
- End-user sectors
- Technology Investors

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Akash Anand

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