Social CRM Software 2017 Global Market Expected to Grow at CAGR of 38.1% and Forecast to 2021

Wiseguyreports.Com Publish New Report On -"Social Customer Relationship Management Software Global Market Share, Size, Trends and Growth Forecasts 2017 - 2021"

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Social Customer Relationship Management (CRM) Software Market 2017

Social CRM is an evolution of CRM, which uses social media services, techniques, and technology to enable organizations engage with their target customers. It is a business strategy, supported by technology platform, business processes, and social network, which helps to engage customers in a collaborative manner to provide mutual benefits to both parties. Social CRM has various applications including marketing, sales, customer services, social engagement with prospective customers, and social support to customers.

The analysts forecast the Global Social CRM Software market to grow at a CAGR of 38.1 percent over the period 2015-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the Global Social CRM Software market for the period 2015-2019. To calculate the market size, the report considers revenue generated from CRM software, social CRM software, solutions, tools, applications, services, support, and maintenance.

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The report also presents the vendor landscape and a corresponding detailed analysis of the major four vendors in the market. It provides a geographical segmentation of the market for 2014 and presents the details of the major drivers, challenges, and trends in the market. It also provides segmentations based on category, applications, and end-users in the market.

Key Regions
• Americas
• APAC
• EMEA

Key Vendors
• Jive Software
• Lithium Technologies
• Oracle
• Salesforce.com

Other Prominent Vendors
• Artesian Solutions
• Attensity Group
• Bazaarvoice
• Demand Media
• Kana Software
• QuestBack
• Visible Technologies

Market Driver
• Increased Demand from SME Sector
• For a full, detailed list, view our report
Market Challenge
• Integration Issues with Other Applications
• For a full, detailed list, view our report

Market Trend
• Emergence of Social Network across Organizations
• 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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