

Civic Services Market Trends Include Investments In CRM Software

The Business Research Company's Civic Services Global Market Report 2021: COVID-19 Impact and Recovery to 2030

LONDON, GREATER LONDON, UK, July 7, 2021 /EINPresswire.com/ -- NGOs

and charitable organizations are increasingly investing in customer relationship management (CRM) software to track donations and manage donor contact information. CRM software offers multiple

functionalities such as email, phone,

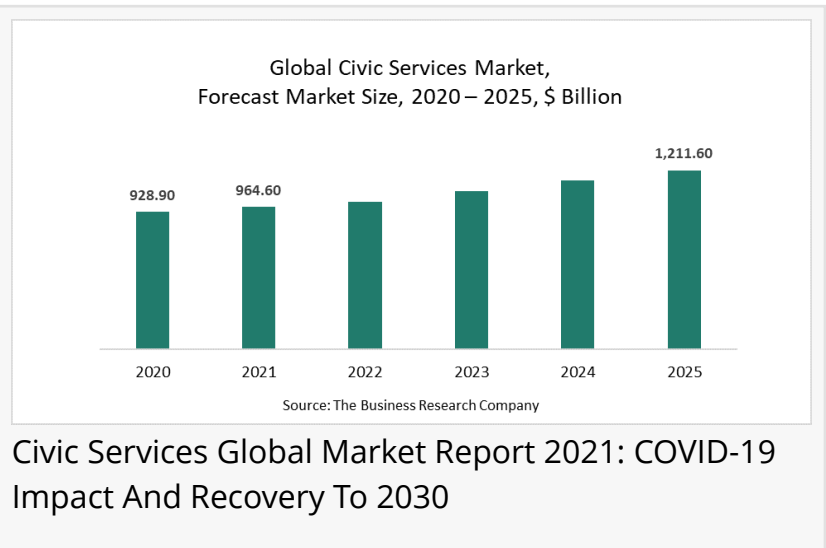
activity tracking, customer communication and others in a single system without having to use multiple software tools. This software also provides efficient data management and secure storage of donor contact information using cloud and encryption technology. According to the 2018 Global NGO Technology Report, 45% of the surveyed NGOs use CRM software to track donations and manage donor communications. For instance, the Bill & Melinda Gates Foundation, a charitable foundation uses SpringCM for document management and Salesforce for customer relationship management.

Major companies in the civic services industry include Southern Baptist Churches, World Food Programme, UNICEF, The Salvation Army, Feeding America.

Read More On The Global Civic Services Market Report:

<https://www.thebusinessresearchcompany.com/report/civic-services-global-market-report-2020-30-covid-19-impact-and-recovery>

The global [civic services market size](#) is expected to grow from \$928.9 billion in 2020 to \$964.6 billion in 2021 at a compound annual growth rate (CAGR) of 3%. The growth is mainly due to the companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach \$1211.6 billion in 2025 at a CAGR of 6%.



Asia Pacific is the largest region in the global civic services market, accounting for 36% of the market in 2020. North America is the second largest region, accounting for 32% of the global market. Africa was the smallest region in the global civic services market.

TBRC's global civic services market report is segmented by type into religious organizations, NGOs and charitable organizations, political organizations, unions and associations and by mode of donation into online, offline.

Subsegments covered are trust and foundations, voluntary health organizations, human rights organizations, environment, conservation and wildlife organizations, other NGOs and charitable organizations, civic and social organizations, business associations, professional organizations, labor unions and similar labor organizations, political organizations, other political organizations, unions and associations.

[Civic Services Global Market Report 2021](#): COVID-19 Impact and Recovery to 2030 is one of a series of new reports from The Business Research Company that provides civic services market overview, forecast civic services market size and growth for the whole market, civic services market segments, and geographies, civic services market trends, civic services market drivers, restraints, leading competitors' revenues, profiles, and market shares.

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