

Voice Analytics Market Outlook 2021- Record High Markets Ahead of Escalating Economy Globally

PORTLAND, OR, UNITED STATES, October 12, 2021 /EINPresswire.com/ -- Increase in need for customer relationship management, technological advancement, rise in demand for more accurate risk management solutions, and competition between businesses are the factors driving the growth of the [voice analytics market](#). In addition, voice analytics technology helps many enterprises to analyze market trends and opportunities, and ineffective call numbers, and the factors which are costly.



This technology helps many businesses to work upon unorganized data which has been collected from customer interaction and enhanced customer experience. However high cost of voice analytics solutions and unavailability of skilled workforce are the factors that hamper the market growth. Furthermore, cloud-based voice analytics solutions and services are expected to provide lucrative opportunities to the growth of voice analytics market.

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Major players include: Verint Systems Inc., Avaya Inc., ThoughtSpot Inc., Calabrio Inc., Uniphore Software Systems Pvt. Ltd., Talkdesk, RankMiner Inc., VoiceBase Inc., VoiceSense Ltd., Genesys Telecommunications Laboratories Inc.

Impact of COVID-19 on Voice Analytics Market-

- Since COVID-19 virus outbreak in December 2019, the disease has spread to almost 180+ countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the COVID-19 are already starting to be felt and is expected to significantly affect the voice analytics market.
- The need for voice analytics in the field of sales and marketing to improve the customer

services drives the growth of market. The adoption of latest technologies and shifting businesses to online mode encourages the businesses to adapt communication analytics solutions. The voice analysis will help to target the customers based upon their reviews and feedback about their previous purchases.

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