

Computer Telephony Integration Software Market Size and Share Projections for 2030

UNITED STATES, February 5, 2024 /EINPresswire.com/ -- Computer telephony integration software enables integration of voice and data technologies over an IP network, allowing users to make and receive phone calls using their computer. It provides features like call control, presence indication, multiple-device support, and audio conferencing.



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Market Dynamics:

The [computer telephony integration software market](#) is expected to witness significant growth owing to rising demand for unified communications and collaboration (UCC) solutions from enterprises. UCC solutions allow integration of real-time communication services such as instant messaging (IM), presence information, voice, video, email, mobile access, and web conferencing. They offer benefits like improved collaboration, reduced communication costs, and greater productivity. Furthermore, growing trend of work from home is also driving the adoption of computer telephony integration software as organizations aim to facilitate remote access to telephony services for employees. The rising demand for cloud-based UCC solutions is another factor expected to boost the computer telephony integration software market over the forecast period.

Computer Telephony Integration Software Market Drivers

Increasing Demand from Several Industry Verticals

The computer telephony integration software market is expected to witness significant growth over the forecast period owing to increasing demand from several industry verticals such as BFSI, IT and telecom, healthcare, government, education, retail, and others. Computer telephony integration enables organizations across industries to streamline communication processes and

enhance customer experience. Organizations are continuously focusing on optimizing their business operations to gain a competitive advantage. This has resulted in increased spending on communication software solutions that can boost productivity and enhance customer service.

Growing need for Unified Communications Solutions

The growing need for enhanced collaboration and efficient communication across geographical boundaries is also fueling demand for computer telephony integration software. Unified communications solutions help organizations integrate various communication channels such as email, video conferencing, instant messaging, and telephony on a single platform. This enables employees to communicate seamlessly from any location. Computer telephony integration software plays a vital role in providing unified communications by integrating telephone solutions with other collaboration tools. With the sudden increase in remote working amid pandemic, the demand for unified communications solutions has increased significantly in the past couple of years.

Key Company Profiles:

Aircall, Chetu Inc., Genesys, NICE inContact, RingCentral, Inc., Salesforce.com, Inc., Talkdesk, Inc, Tenfold, TWILIO INC. and Zendesk, Inc.

Market segmentation:

Computer telephony integration software Market Taxonomy

On the basis of type, the global computer telephony integration software market is segmented into:

- Common Desktop
- Common Server

On the basis of connection type, the global computer telephony integration software market is segmented into:

- First-party Call Control
- Third-party Call Control

On the basis of application, the global computer telephony integration software market is segmented into:

- Pop-up Screen/Screen Popping
- Speed Dialing
- Call Routing
- Call Transfers
- IVR (Interactive Voice Response)
- Voice Recording Integration

Others

On the basis of charging type, the global computer telephony integration software market is segmented into:

On-premise

Cloud

On the basis of deployment, the global computer telephony integration software market is segmented into:

3 –< 11 kW

11 – 50 kW

>50 kW

On the basis of end-use, the global computer telephony integration software market is segmented into:

Small and Medium Enterprises

Large Enterprises

Regional Analysis:

□ North America (U.S., Canada)

□ Europe (U.K., Italy, Germany, France, Rest of EU)

□ Asia-Pacific (India, Japan, China, South Korea, Australia, Rest of APAC)

□ Latin America (Chile, Brazil, Argentina, Rest of Latin America)

□ Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of MEA)

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Key Questions in This Report:

How big is the world market for Computer Telephony Integration Software Market right now?

What is the anticipated rate of growth for the Computer Telephony Integration Software Market worldwide between 2023 and 2030?

What are the primary elements propelling the Computer Telephony Integration Software industry worldwide?

Which are the main kinds of Computer Telephony Integration Software Market and how are they used?

Which areas are the main Computer Telephony Integration Software Market?

Which companies/major players dominate the global Computer Telephony Integration Software Market

Computer Telephony Integration Software Market Restrain

Data Security and Privacy Concerns

One of the major challenges restraining the growth of the computer telephony integration software market is data security and privacy concerns. As computer telephony integration involves the convergence of numerous communication channels on a centralized platform, it increases the vulnerabilities to cyber threats. Any security breach can compromise confidential enterprise data and customer information. Organizations are cautious about adopting such software solutions owing to constantly evolving cyber threats. Stringent data privacy regulations have further increased compliance challenges for software vendors. Addressing data security and ensuring regulatory compliance are major focus areas among CXOs looking for computer telephony integration providers.

Computer Telephony Integration Software Market Opportunity

Increasing Adoption of Cloud-based Solutions

The increasing adoption of cloud-based technologies presents significant opportunities for computer telephony integration software vendors. Cloud-based unified communications solutions are gaining popularity among organizations of all sizes owing to advantages such as lower upfront costs, easy scalability, and remote access. Enterprises are shifting from on-premise to cloud-based deployments to reduce capital expenditure and enhance agility. Computer telephony integration software providers are focusing on offering cloud-based unified communications platforms with features such as video conferencing, screen sharing, team collaboration and telephony integration. The flexibility and cost-effectiveness associated with cloud-based solutions are compelling many organizations to switch from traditional on-premises systems.

Computer Telephony Integration Software Market Trends

Emergence of Advanced Technologies

The computer telephony integration software market is poised to witness some important trends such as the emergence of advanced technologies such as artificial intelligence, machine learning, and edge computing. Vendors are focusing on integrating these technologies to their software platforms in order to enhance communication experiences. For instance, AI and ML capabilities enable computer telephony systems to provide personalized assistance, detect patterns in communications, and offer predictive analytics. Edge computing also helps deliver low-latency communications, location-based features, and real-time insights. Such innovations are expected to transform interaction management systems and bring significant improvements in productivity and decision making. This will further fuel the demand for technologically advanced computer telephony integration software worldwide.

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