

Customer Care and CRM

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Customer Care and CRM* keeps product, marketing, and strategic planning professionals informed of trends, leading and emerging vendors, and new market opportunities in the customer service and contact center applications whether public cloud, dedicated private cloud, or on-premises. In addition to competitive intelligence, this service provides case study and survey insight within the user community. The blend of supply- and demand-side perspectives will help customer service and contact center solutions providers make informed decisions to address customer needs and market opportunities.

Markets and Subjects Analyzed

- Customer experience (CX) across channels (which includes CRM, content management, commerce platforms, integration, and advanced analytics) for B2B and B2C
- Customer service and contact center applications
- Workforce optimization/management
- Investment priorities
- Cloud (private and dedicated private) and on-premises models

Core Research

- Customer Service and Contact Center Applications Cloud and On-Premises Worldwide Forecast and Analysis
- AI, Machine Learning, and Chatbot Technologies in Customer Care
- Workforce Optimization in the Contact Center
- Customer Experience End-User Study
- Competitive Analysis of Cloud Contact Center Leaders

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Customer Care and CRM](#).

Key Questions Answered

1. What is the market recovery trajectory and long-term outlook post COVID-19?
2. Where is the market for customer handling technologies and services headed in terms of transitions from on-premises to hybrid cloud solutions?
3. What are the fundamental components of the customer experience?
4. What delivery models for CRM applications are end-user organizations adopting?
5. How is WFH impacting workforce engagement solutions?
6. What is the market size and five-year forecast for customer service applications, and who are the major players?
7. Who are the leading providers of contact center applications?
8. Where are the best opportunities for implementing AI within a CX environment?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of providers in the customer care and CRM space, including:

8x8, Accenture, Aircall, Amdocs, Aptean, Aspect, Astute, AT&T, Avaya, Bandwidth, CallMiner, Centro, CenturyLink, Cisco, Colabrio, Concentrix, Diablocm, Directly, eGain, Enghouse Interactive, Evolve IP, Five9, Freshdesk (Freshworks), Fuze, Gainsight, Genesys, Glance Networks, Glia, Google, Helpshift, IBM, Infor, Interactions, Intermedia, Khoros, Kony, Kustomer, LiveOps, Liveperson, LogMeIn, Medallia, Merkle,

Microsoft, MITEL, NICE, Nimble, Oracle, Pegasystems, RedRoute, RingCentral, Sage, Salesforce, SAP, SAS, ServiceNow, Sharpen, Shoutlet, Sitel, Talkdesk, TCN, TeamSupport, TTEC, Twilio, Uniphore, UserVoice, Verint, Verizon, VHT, Vonage (NewVoiceMedia), Webhelp, West, Zendesk, and Zoho.