

# Customer Relationship Management Services Market Will Surpass USD 120.8 Billion at 40% CAGR Growth | ZMR

*Customer Relationship Management Services market accounted for USD 8.4 Billion in 2020 and is expected to reach USD 120.8 Billion by 2028*

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/EINPresswire.com/ -- The global [Customer Relationship Management Services market](#) accounted for USD 8.4 Billion in 2020 and is expected to reach USD 120.8 Billion by 2028, growing at a CAGR of 40% from 2021 to 2028.



Customer Relationship Management Services market size

The report covers forecast and analysis for the customer relationship management services market on a global and regional level. The study provides historic data of 2014, 2015 and 2016 along with a forecast from 2021 to 2028 based on revenue (USD Billion). The study includes

drivers and restraints for the customer relationship management services market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the customer relationship management services market on a global level.



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*Prakash Torase*

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In order to give the users of this report a comprehensive view on the customer relationship management services market, we have included a detailed competitive scenario, and customer relationship management services type portfolio of key vendors. To understand the competitive landscape in the market, an analysis of Porter's five

forces model for the customer relationship management services market has also been included. The study encompasses a market attractiveness analysis, wherein segments are benchmarked based on their market size, growth rate, and general attractiveness.

The customer relationship management services market is segmented on the basis of deployment mode, application, vertical and region.

All the segments have been analyzed based on present and future trends and the market is estimated from 2016 to 2028. Deployment mode segment under this study includes on premises and cloud. Application segment includes marketing, sales, customer support and services and others. Vertical segment includes BFSI, government, retail, healthcare, manufacturing and others. The regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Latin America and Middle East and Africa with its further bifurcation into major countries including U.S., France, UK, Germany, China, India, Japan and Brazil.

Key players profiled in the report include IBM Corp., Oracle Corp., Wipro Limited, Tata Consultancy Services Limited, Microsoft Inc., Salesforce.com Inc., NetSuite Inc., Nimble Inc., SugarCRM Inc., SAP SE, Amdocs Ltd., Sage CRM Solutions Ltd. and Ramco Systems Ltd. The detailed description of players includes parameters such as company overview, financial overview, business, and recent developments and SWOT analysis of the company.

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Browse the full "Customer Relationship Management Services Market By Deployment Mode (Cloud, and On-Premises), By Vertical (BFSI, Government, Retail, Healthcare, Manufacturing, and Others), By Application (Marketing, Sales, Customer Support and Services, and Others): Global Industry Perspective, Comprehensive Analysis and Forecast, 2020 – 2028.

COVID-19 Impact Analysis:

COVID-19 pandemic has resulted in a deeply crisis with the imposition of travel restrictions across the globe on account of which the companies are ensuring to take measures for employees welfare and balanced the financial scenario. Throughout the pandemic, organizations and ongoing trades needed to close their sales deals, lookout for opportunities and provide resolutions to the customers in order to increase retention. Government regulation



for Work from Home policies has led the organization to emphasize on engaging consumers in remote working scenario. This is estimated to drive the implementation of CRM services to their full prospective as industries is focusing upon using the majority of CRM utilities to oblige buyers, increase sales engagement, and upsurge employee efficiency.

## Growth Factors

As organizations are concentrating more on improving sales force, CRM plays very vital role in improving sales force. To understand the behavioral aspects of consumer, companies have to engage with the customers while customer interaction. As companies are focusing on customer engagement, this factor drives the CRM services market globally. Competition makes every company think more on customer satisfaction. Emerging small and medium organization in the market also drives global CRM services market

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## By Region

North America

The U.S.

Canada

Europe

France

The UK

Spain

Germany

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Southeast Asia

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

GCC

South Africa

Rest of Middle East & Africa

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