



Customer engagement: worldwide market shares 2021



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About this report

This report provides market share data for communications service provider (CSP) spending on telecoms-specific customer engagement software systems and related services for 2021. It provides details of how the spending varied by delivery model, vendor and region. The report also includes profiles of the leading vendors in the market.

It is based on several sources, including:

- interviews with CSPs and vendors worldwide
- Analysys Mason's research conducted during the past year.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What was the overall size of the market (customer engagement software systems for the telecoms industry) and what drove this spending among CSPs?
- Who are the major vendors and what is their share of revenue in the customer engagement systems market?
- What are the different drivers and growth rates of CSP spending on products and professional services?



GEOGRAPHICAL COVERAGE

- Worldwide
- Central and Eastern Europe
- Developed Asia-Pacific
- Emerging Asia-Pacific
- Latin America
- Middle East and North Africa
- North America
- Sub-Saharan Africa
- Western Europe



WHO SHOULD READ THIS REPORT

- Vendor strategy teams that need to understand where growth is slowing and where it is increasing across different sub-segment categories.
- Product management teams that are responsible for feature functionality and geographical focus, and product marketing teams that are responsible for market-share growth.
- Market intelligence teams at vendors that want to understand how their competitors compare to each other.
- CSPs that are planning digital transformation journeys and want to ensure that their current vendors are staying up-to-date.



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Our research programmes



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- Mobile Services
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- Smart Devices
- Future Comms
- Video, Gaming and Entertainment
- Digital Services



Networks programmes

- Next-Generation Wireless Networks
- Wireless Infrastructure Strategies
- Fibre Infrastructure Strategies
- Operator Investment Strategies
- Telecoms Strategy and Forecast



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- Customer Engagement
- Monetisation Platforms
- Digital Experience
- Automated Assurance
- Service Design and Orchestration
- Telecoms Software Market Shares



Cloud programmes

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- Data, AI and Development Platforms
- Edge and Media Platforms



Operator Business Services and IoT programmes



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Regional Markets programmes



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