



Customer engagement: worldwide market shares 2018



John Abraham

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 2018. It provides details of how the spending varied by delivery model, service type, vendor and region. The report also includes 'snapshots' of information about 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?
- How did the spending vary across different sub-segments of the customer engagement market?
- 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, product-related services 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

SUB-SEGMENT COVERAGE

- Engagement platforms
- Sales
- Marketing
- Customer service

WHO SHOULD READ THIS REPORT

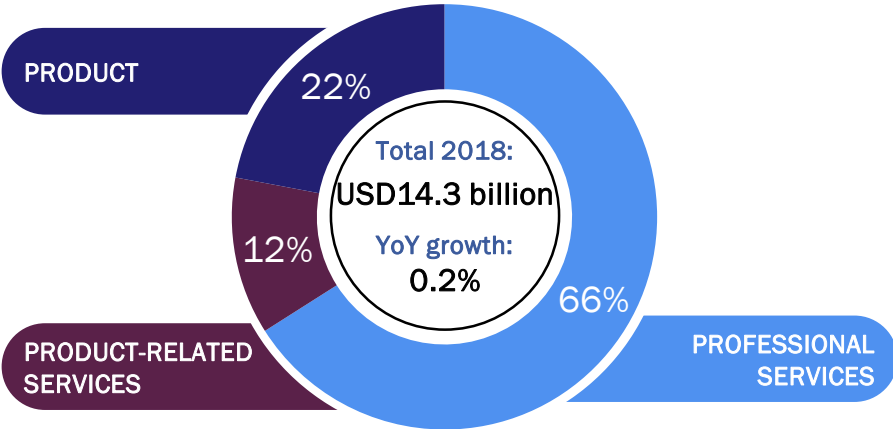
- Vendor strategy teams that need to understand where revenue growth is slowing and where it is increasing across different sub-segment categories.
- Product management teams that are responsible for feature functionality and geographical focus, and product marketing teams that are responsible for market-share 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.

Dashboard: customer engagement revenue market shares

KEY MARKET DEVELOPMENTS IN 2018

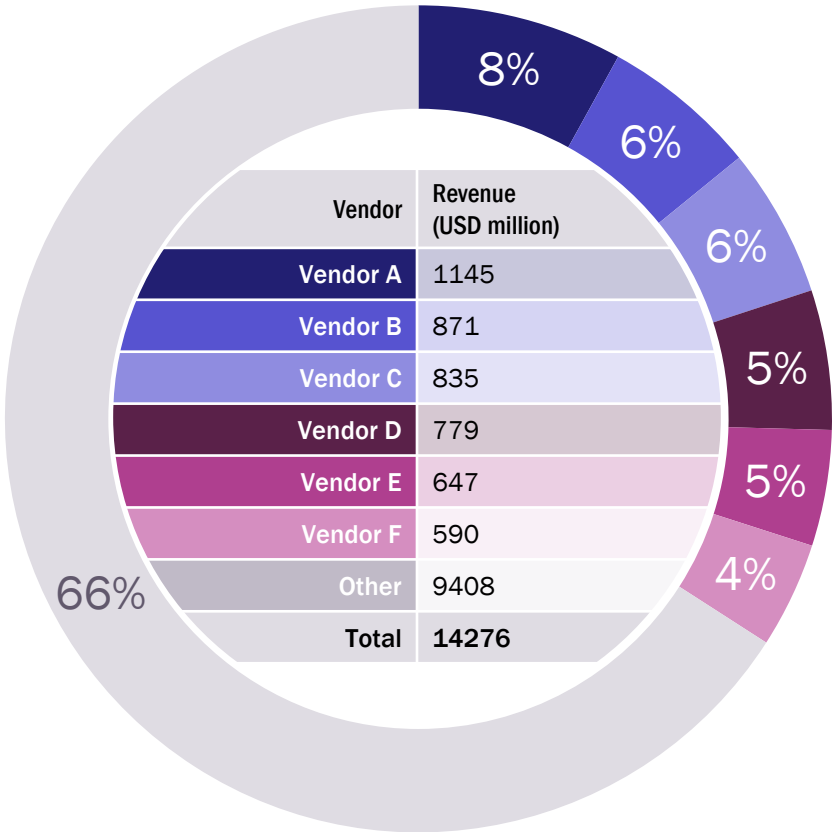
- Improving the customer digital experience is a strategic priority for most CSPs. This is driving investments into digital channels and personalised customer journeys. Automated attendants, in particular, are the subject of widespread interest and experimentation.
- CSPs increasingly favour a pre-integrated, product-centered approach to customer engagement transformation. SaaS is quickly becoming the preferred delivery model for new deployments of customer engagement systems.
- CSPs are making considerable investments to improve the digital experience of enterprise offerings.

Figure 1: Customer engagement total revenue by type, worldwide, 2018



Source: Analysys Mason

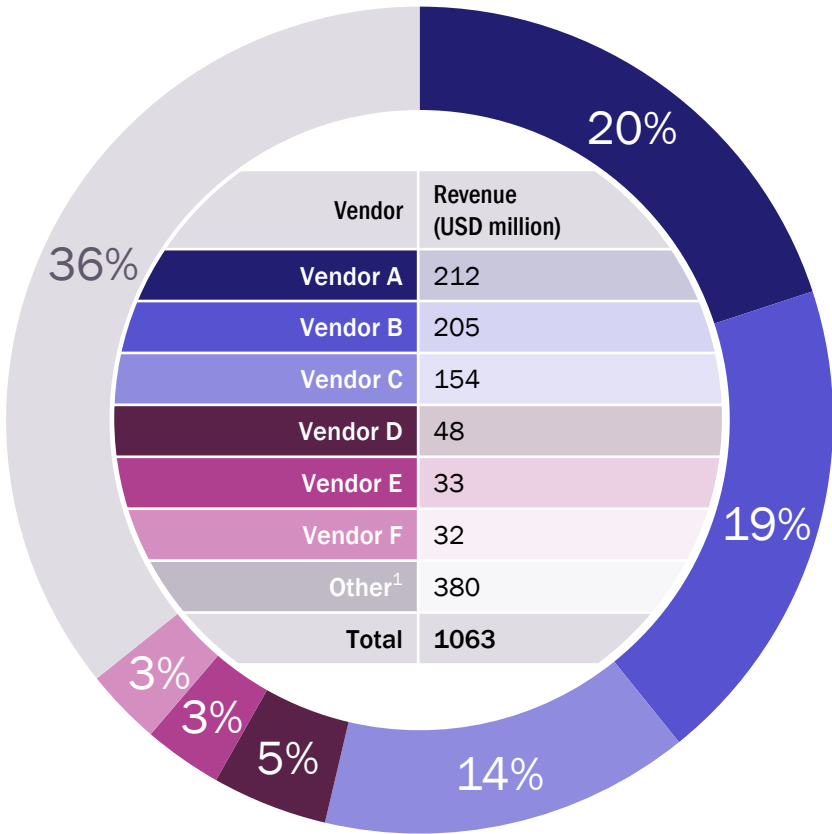
Figure 2: Customer engagement total revenue by vendor, worldwide, 2018



Source: Analysys Mason

Engagement platforms product-related revenue market share

Figure 13: Engagement platforms product-related revenue by vendor, worldwide, 2018



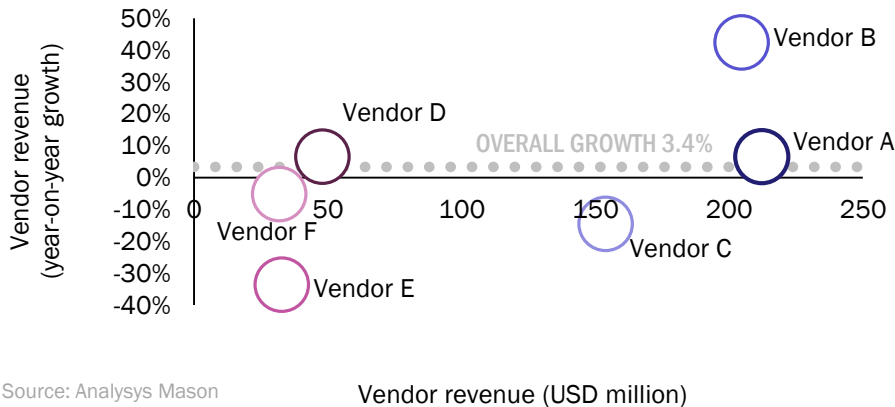
Source: Analysys Mason

¹ Significant vendors in the 'Other' category include...

KEY MARKET DEVELOPMENTS IN 2018

- CSP investment into virtual assistants continues to increase and is now expanding beyond customer service functions to sales and marketing applications. CSPs are heavily reliant on third-party providers for the underlying technology for virtual assistants. Leading vendors are pre-integrating their solutions with popular virtual assistants such as Alexa, Google and Siri.
- Omni-channel solutions continue to be an important driver for new investments. However, an increasing number of CSPs are focusing on providing end-to-end support for digital channels, often at the expense of other channels.

Figure 14: Revenue and growth of top-six vendors compared to overall revenue growth in the engagement platforms market, 2018



Source: Analysys Mason



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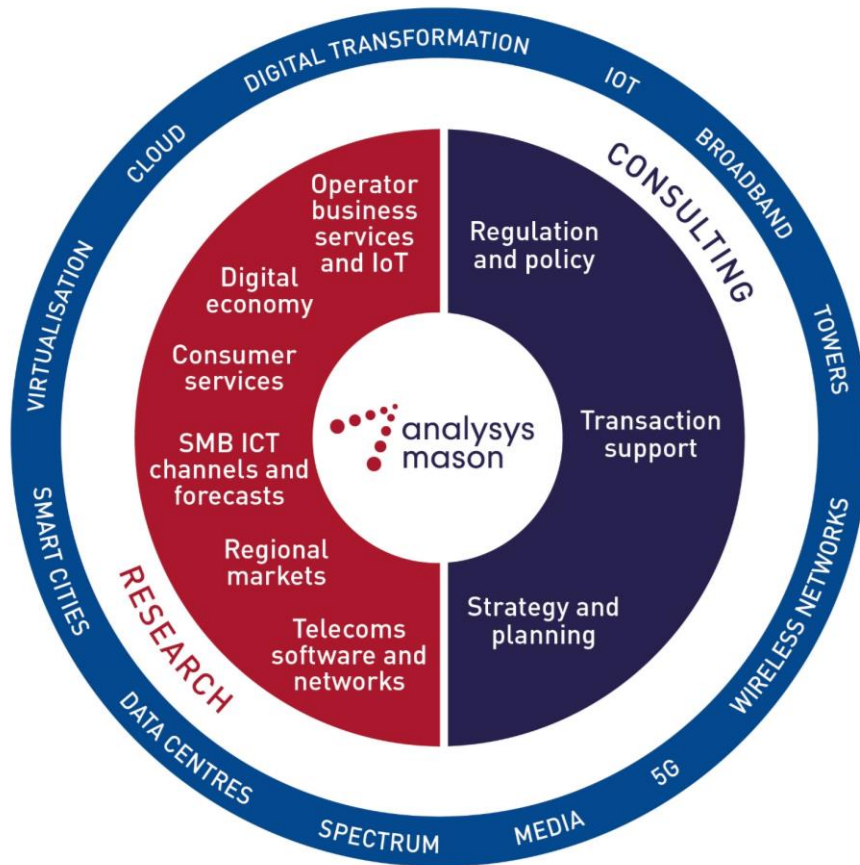
About the author



John Abraham (Principal Analyst) leads our digital transformation research, including three research programmes: *Customer Engagement*, *Monetisation Platforms* and *Digital Experience*. His areas of focus include customer journeys and experience, the impact of 5G on BSS systems, telecoms enterprise opportunities, cost transformation, ecosystems and value chains, and micro-services-based architecture models. John has over a decade of experience in the telecoms industry. At Analysys Mason, he has worked on a range of telecoms projects for operators in Africa, Europe, India and the Middle East. Before joining Analysys Mason, he worked for Subex, a BSS vendor, and before that for Dell in India. John holds a bachelor's degree in computer science from Anna University (India) and an MBA from Bradford University School of Management (UK).

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