



# Customer engagement: worldwide forecast 2022– 2027



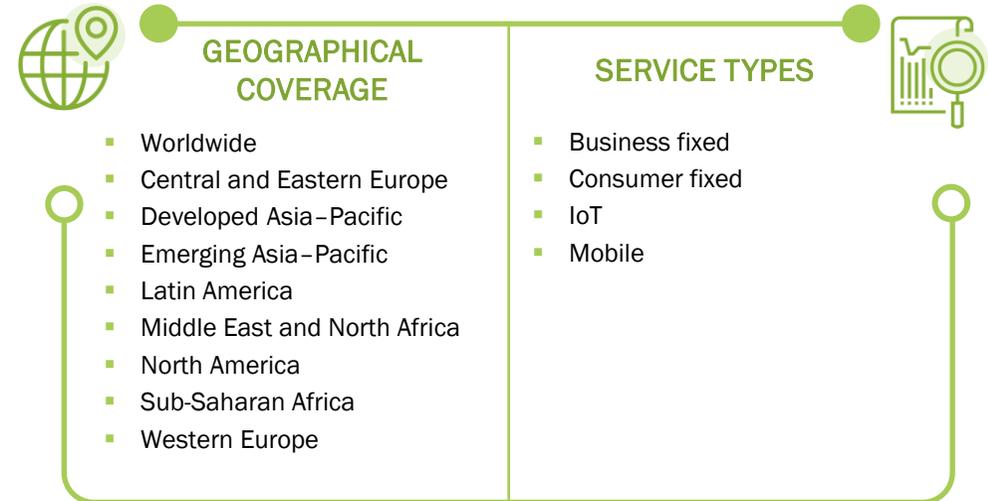
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## About this report

This report provides forecasts for communications service provider (CSP) spending on customer engagement and related services for 2022–2027. It provides details on spending by delivery model, service type and region, as well as the major drivers, including 5G. The report also provides recommendations for vendors and CSPs.

The report is based on several sources, including:

- Analysys Mason’s research from the past year
- interviews with CSPs and vendors worldwide.



### KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the key trends and factors that will affect the customer engagement market during 2022–2027?
- What are the regional factors that will drive growth?
- What should vendors do to exploit new business opportunities?
- How will professional services for customer engagement perform during the forecast period?
- What are the major drivers and inhibitors that will influence CSP spending on customer engagement?

### WHO SHOULD READ THIS REPORT

- Vendor strategy teams that need to understand how spending is shifting from systems-driven use cases to engagement-driven ones.
- Product management and product marketing teams that are responsible for feature functionality, geographical focus and growth.
- CSPs that are planning digital experience development, customer journey management and digital transformation journeys, and want to ensure that they remain up-to-date.
- Professional services vendors that want to understand the growth opportunities over the next 5 years.



**Executive summary and recommendations**

Forecast

Overall telecoms market context

Market definition

About the authors and Analysys Mason

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