



Global Customer Management Services Market Forecast: 2014-2018

Market Forecast
Report Abstract

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65 pages

research.nelsonhall.com





Who Is This Market Forecast For?

NelsonHall's "Global Customer Management Services Market Forecast: 2014-2018" report is a comprehensive market forecast report designed for:

- Sourcing managers monitoring the customer management services industry and identifying vendor suitability for shortlists and RFPs
- Executives seeking assistance in identifying levels of customer management services vendor presence by geography
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Scope of the Report

The report provides a forecast for the global customer management services market overall and by service line. It covers the following:

- The customer management services market size for 2013 and the forecast for these markets through 2014 to 2018
- The customer management services market size and forecast for North America, specifically covering the U.S. and Canada, EMEA, specifically covering U.K., France, Germany, and Italy, Asia Pacific and Latin America
- The customer management services market size and forecast for customer care, technical support, revenue generation, WAHA, and social media
- Identification of the leading vendors together with their revenues and market shares by geography.

Key Findings & Highlights

NelsonHall's "Global Customer Management Services Market Forecast: 2014-2018" consists of 65 pages.

The market for CMS is beginning to return to encouraging growth rates, driven by a number of trends. These include:

- The increasing importance of enhancing customer satisfaction and driving revenue growth alongside customer service cost reduction
- The need for organizations in many sectors to be seen to be sophisticated online business
- The need for revenue optimization is leading to up and cross sell strategies being implemented into customer care and technical support contracts
- The widespread use of ecommerce, social media and email across demographics in first world countries; which is leading organizations to increasingly seek external expertise
- Companies looking for vendors to cope with the complexity of integrating multiple channels.



Contents

1. Customer Management Services Forecast by Geography

- Global Overview
 - North America
 - EMEA
 - Asia Pacific
 - Latin America
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2. Customer Management Services Vendor Market Shares and Market Forecast by Service Type

Report Length

65 pages

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