



Global Customer Management Services Market Forecast: 2015-2019

**Market Forecast
Report Abstract**

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64 pages

research.nelsonhall.com





Who Is This Report For?

NelsonHall's "Global CMS Market Forecast: 2015-2019" report is a comprehensive market forecast report designed for:

- Sourcing managers monitoring the customer management services (CMS) industry and identifying vendor suitability for shortlists and RFPs
- Executives seeking assistance in identifying levels of CMS vendor presence by sector and 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 (CMS) market overall and by geography and by service line. It covers the following:

- The CMS market size for 2014 and the forecast for the CMS market through 2015 to 2019
- The CMS 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
- Identification of the leading vendors together with their revenues and market shares by geography and service line.

Key Findings & Highlights

NelsonHall's "Global Customer Management Services Market Forecast: 2015-2019" consists of 64 pages. It is a comprehensive forecast of the customer management services (CMS) market and is complemented by NelsonHall's self-service forecasting facility which enables users to download forecasts and vendor shares tailored to their needs across any combination 40 geographies, and 30 industry sectors.

The CMS market continues to grow steadily, with high growth in sales generation related activities and social media outsourcing counterbalancing more modest growth in customer care.

Overall:

- The primary needs within the CMS market are to reduce cost while maintaining or increasing CSAT
- At the same time, organizations are seeking to become increasingly digital and, while deflecting customer service to lower cost digital channels, offer customer service to their customers through a choice of channels

- The CMS market is increasingly becoming multi-channel in nature with web chat already strongly complementing voice and video chat emerging on the horizon in areas such as installation and technical support
- WAHA is continuing to grow strongly in the U.S. but has yet to really become established in other geographies.



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- North America
- EMEA
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- France
- Germany
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- Rest of Continental Europe
- Africa and Middle East
- Asia Pacific
- Latin America

2. CMS Market Forecast by Service Type

- Customer Management Services
- Customer Care
- Technical Support
- Sales Generation
- Social Media Outsourcing
- WAHA

Report Length

64 pages

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