



Customer engagement: worldwide forecast 2023– 2028



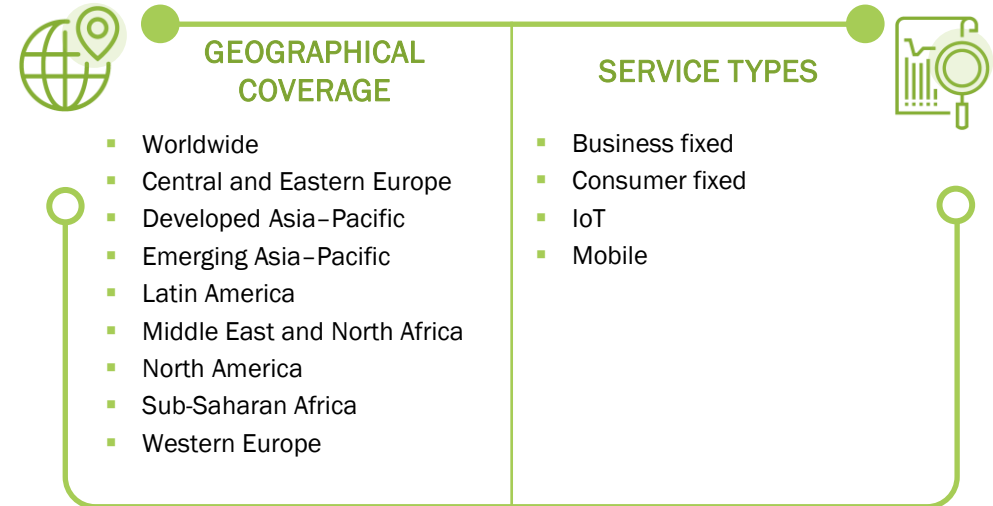
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About this report

This report provides forecasts for communications service provider (CSP) spending on customer engagement systems and related services for 2023–2028. 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 2023–2028?
- 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

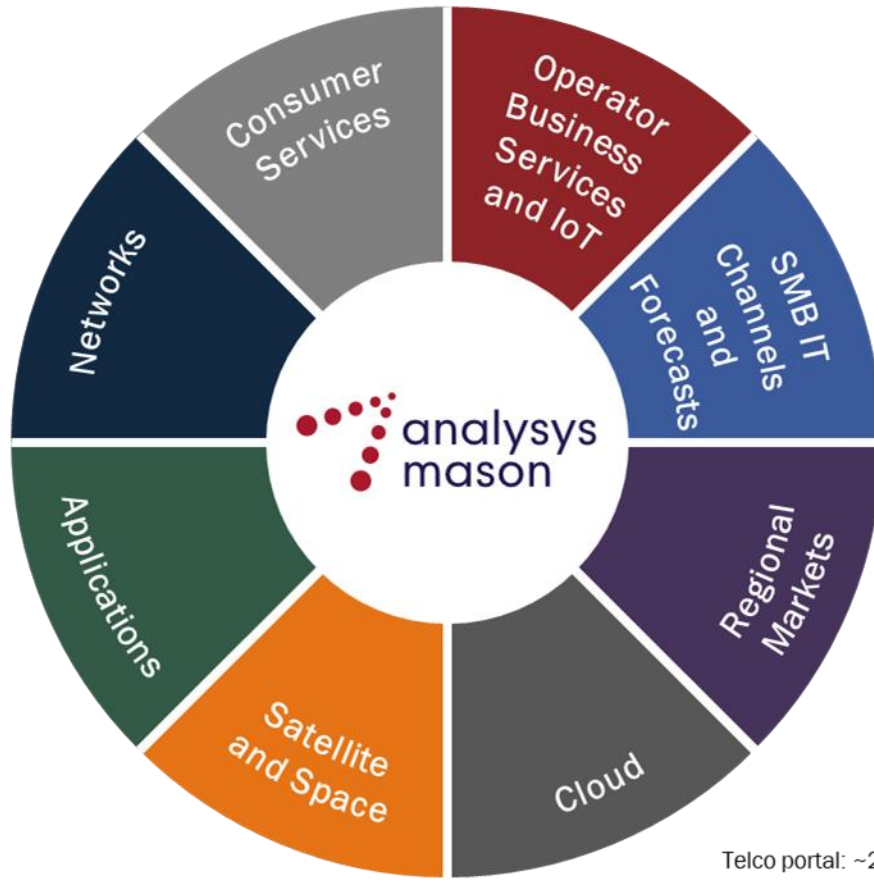
Overall telecoms market context

Market definition

About the author and Analysys Mason

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 European Telecoms Market Matrix
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 Data, AI and Development Platforms
 Edge and Media Platforms
 Multi-Cloud Networking
- DataHub** 
 Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics
 SMB Technology Forecaster portal: ~120 000 forecast metrics

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