

Global Live Chat Market: Size, Trends & Forecasts (2017-2021)

September 2017



Global Live Chat Market Report

Scope of the Report

The report titled "Global Live Chat Market: Size, Trends & Forecasts (2017-2021)", provides an in-depth analysis of the global live chat market by value and by volume. The report also gives an insight of the global cloud computing market and global SaaS market, etc.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global live chat market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global live chat market is underpenetrated. The competition in the global live chat market is fragmented with several players thriving the market.

Further, key players of the Live Chat Market LiveChat Software SA, LivePerson, Inc. Zendesk, Inc. and Atlassian are also profiled with their financial information and respective business strategies.

Company Coverage

LiveChat Software SA

LivePerson, Inc.

Zendesk, Inc.

Atlassian

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Executive Summary

Cloud Computing involves sharing a network of remote servers which are hosted on the Internet, to store, process, and manage data rather than on a local server or a personal computer. The components of cloud computing includes Software as a Service (SaaS), Infrastructure as a Service (IaaS), etc.

Software as a Service (SaaS) is a software distribution model in which a third-party provider hosts applications and makes them available to customers over the internet. Benefits of the SaaS model include: Flexible Payments, Scalable Usage Automatic Updates, Accessibility and Persistence.

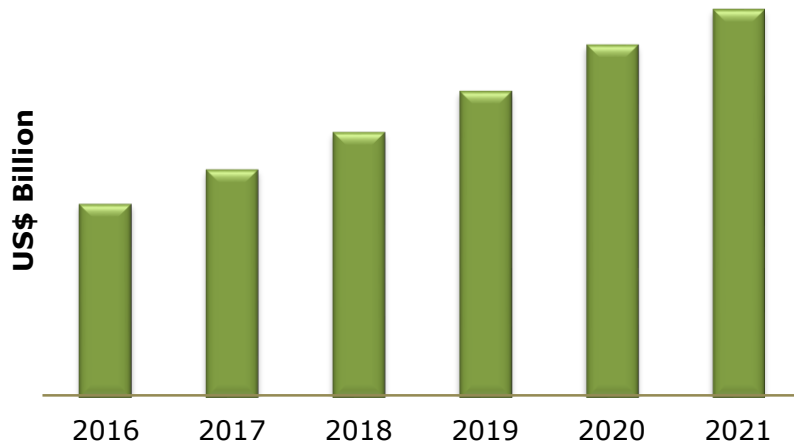
Customer Relationship Management (CRM) refers to the practices, strategies and technical 'know-how' adopted by the companies to manage, analyze, understand customer interactions and data throughout the customer lifecycle, with the aim of improving business relations with customers, increasing customer experiences and satisfaction, customer retention and driving high sales. CRM technology market includes Classic Model and SaaS model. The functioning of CRM includes Company Website, Live Chat, Direct Mail, Telephone, etc.

Live chat is basically a customer relationship management (CRM) product used by businesses to communicate with their customers, who are browsing their websites in real time. Through live chat, customer services can reach potential customers directly, who receive a message in a chat window while they are browsing.

The global live chat market is expected to increase at a significant CAGR during the years 2017-2021. The live chat market is expected to increase due to growth in retail e-commerce industry, increase in tourism industry, growth in the global gambling industry, etc. Yet the market faces some challenges such as, possibility of a price war and risk of cyber-attacks, etc.

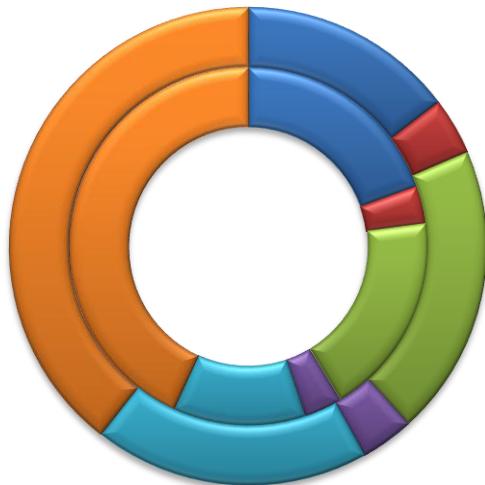
Global Cloud Computing Market Overview

Global Cloud Computing Market by Value; 2016-2021 (US\$ Billion)

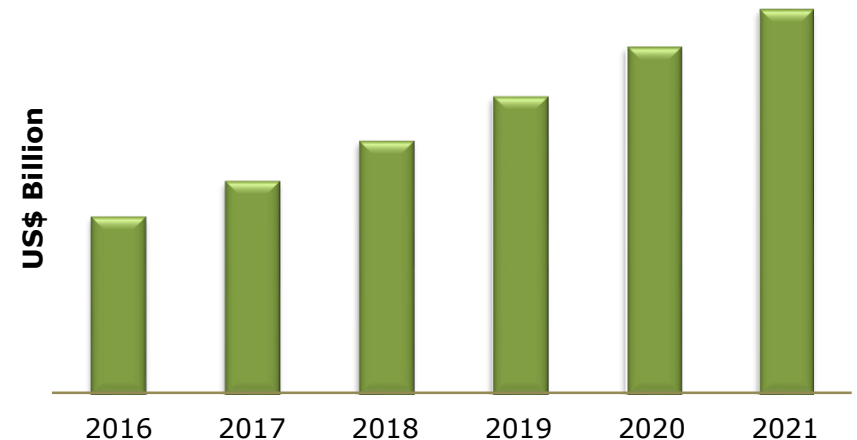


The global cloud computing market is estimated to rise to US\$....billion by 2021 from US\$....billion in 2016. The cloud computing market could be segmented into ..., ..., ..., ..., And ... In 2016, the major share holding segment was ...with ...% share. The global cloud application services market by value is likely to increase to US\$...billion by 2021 from US\$...billion in 2016.

Global Cloud Market Value by Segments; 2016 & 2020 (Percentage, %)

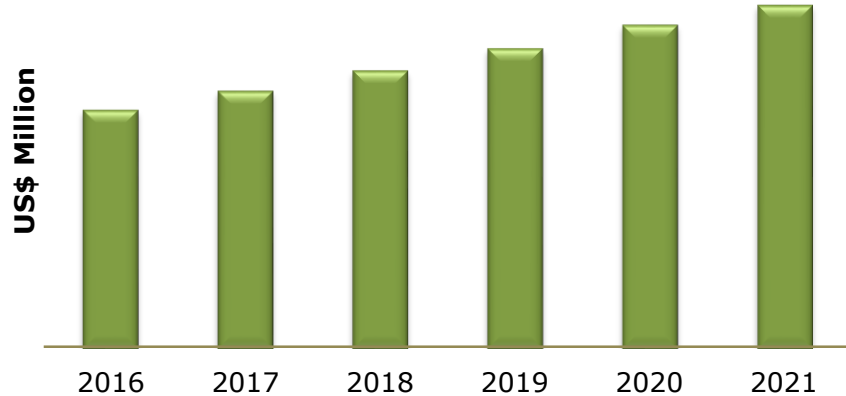


Global Cloud Application Services (SaaS) Market by Value; 2016-2021 (US\$ Billion)



Global Live Chat Market Overview

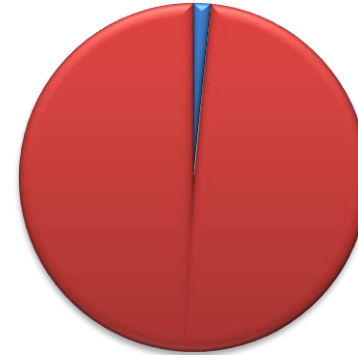
Global Live Chat Market by Value; 2016-2021 (US\$ Million)



Global Live Chat Market by Addressable Volume; 2016 (Million)



Global Live Chat Market by Penetration in the SaaS Market; 2016 (Percentage, %)



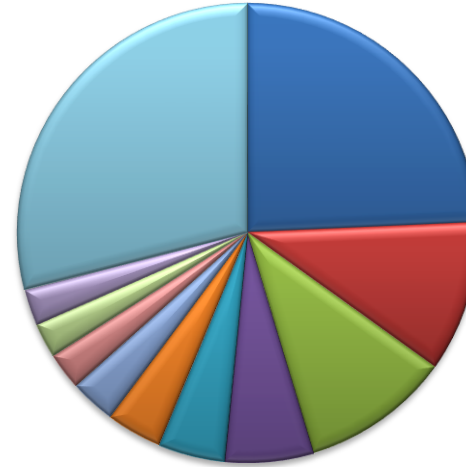
The global Live Chat market is anticipated to grow to US\$...million by 2021 from US\$...million in 2017 at a CAGR of ...% over the years 2017-2021. The global live chat market had a penetration rate of ...% in the global SaaS market in 2016. The global live chat market had an addressable volume opportunity of ...million customers in 2016.

Global Live Chat Market Players by Share

Global Live Chat Market Players by Share;
2014 (Percentage, %)



Global Live Chat Market Players by Share;
2017 (Percentage, %)



The global live chat market players are increasing over the years. In 2014, the major market share was held by ... with ...% share. However, with the emergence of new players in the market, in 2017, the shares of several players fell.