

South East Asia CRM - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The South East Asia CRM Market size is estimated at USD 2.24 billion in 2024, and is expected to reach USD 2.43 billion by 2029, growing at a CAGR of 1.56% during the forecast period (2024-2029).

Mature customer service, automated engagement, improved customer experience, and increasing scope of digital operations are a few factors fueling the demand for CRM solutions across various industry verticals in the region.

Key Highlights

-Moreover, the development of cloud computing technology and the availability of various service models, such as SaaS, Platform as a Service (PaaS), and Infrastructure as a Service (IaaS), are also expected to drive market growth during the forecast period in the region.

-Southeast Asia has witnessed an uptake in midmarket and enterprise companies moving to more modern business software applications to enhance their business processes and enrich the customer experience. E-commerce, ERP, and Customer Relationship Management (CRM) applications have all been at the forefront of this software technology adoption.

-Furthermore, the increasing emphasis on customer engagement among enterprises and growing adoption from SMEs aided by flexible pricing strategies provided by the vendors are driving market growth in the region.

-According to the CRM Cloud Survey Report by SoftClouds (a vendor in technology solutions and digital transformation), 82% of companies use CRM solutions for sales process automation and sales reporting. According to Salesforce, CRM software helps to increase employee productivity, enhance customer engagement and retention, and reap other business benefits. According to Cloudswave, using CRM in sales can increase the number of purchases customers make with the company. These facts are likely to boost the market growth in the region.

-The recent outbreak of COVID-19 pushed organizations to undertake all necessary steps to ensure the safety of their employees

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and the community. Despite the crisis, the companies strived to pursue opportunities, close sales, and resolve the issues of the customers. Following the mandate of work-from-home (WFH), companies increasingly needed to collaborate with clients in remote working environments. This subsequently drove the demand for customer service CRM solutions.

South East Asia CRM Market Trends

Global Cues, such as BYOD, and Use of IT tools for Driving Decision Making Expected to Provide Ample Scope for Future Growth?

- IT tools, such as Big Data technology for decision-making, are poised to integrate with CRM significantly in the future. Customer service is one of the most critical areas in which organizations should deliver metrics in today's landscape. Enterprises in the region have been using real-time data to provide one-on-one personalized services and solutions to their customers.
- CRM involves data, but most of it is structured, such as the latest contacts, contact information, products bought, etc. With the integration of IT tools, such as Big Data techniques, it is also possible to process, store, and analyze massive amounts of unstructured data not supplied by the customer and use this to gain additional insights. Using Big Data technologies, CRM could become a significant revenue driver.
- According to SAS, most Indonesian companies are at the awareness stage and are starting to adopt Big Data and AI technology to differentiate themselves from their competitors. The outbreak of COVID-19 significantly increased the cloud's adoption. For example, since going cloud native with GoCloud, banking and business solutions provider NewGens Pte Ltd has developed new products and gained access to new customers.
- Also, Scion, an IT business consulting specialist for clients such as Komodo Motors, Hyundai Motor Company, Maserati, Ferrari Automotive Dealerships, and the Four Seasons Hotel, shares its journey and experience on GoCloud with Amazon Web Services.
- The aforementioned factors are expected to provide growth opportunities for cloud CRM in the region. Cloud-based CRM allows robust integration with vital business applications through pre-built application connectors. This, in turn, facilitates significant user adoption of CRM. It also provides smooth data transmission to and from other business systems, reducing the requirement for intensive IT support and involvement.

Retail and Logistics Industry to Drive the Market

- To capitalize on the growing smartphone usage, new regional players have adopted e-commerce business models. So, there have been a lot of chances for vendors in the market to get more customers.
- Additionally, retailers have taken a hands-on approach to customer data to predict patterns and customer preferences and derive insights when combined with other data assets. Therefore, these companies have been integrating consumer insight with location data (GIS) to discover new insights into where and how people shop.
- Furthermore, omnichannel retailers have been at the forefront of developing customer segmentations into core shopper profiles to cater to where and how each segment behaves.
- In partnership with Singapore-based Capillary Technologies, Bata, a consumer goods retailer, strengthened its omnichannel CRM strategies across the Philippines and Vietnam. Post-deployment, the company achieved 2.2x higher returns from targeted campaigns in Singapore and 57x ROI from Facebook-based campaigns in Malaysia. To name a few, Bata used Capillary's insights and engaged platform to leverage unified campaigns and precise custom targeting.

According to a joint survey conducted by Centaur Media plc and Resulticks, the ability to deliver content and messages in real-time and across multiple channels directly impacted the efficiency and effectiveness of customer engagement. Most

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Southeast Asian businesses use real-time marketing and omnichannel delivery and engagement to meet their short-term marketing goals. Real-time marketing is chosen by 65% of businesses, while omnichannel delivery and engagement is chosen by 52%.

South East Asia CRM Industry Overview

The Southeast Asia CRM analytics market is competitive and consists of global and local players. These companies leverage product enhancements and partnership initiatives to strengthen their market share and increase profitability. Some of the key developments in the market are:

In July 2022, Oracle Fusion Sales, developed by Oracle, is the next-generation sales automation program that discovers high-quality sales prospects and encourages dealers to complete transactions more quickly. Fusion Sales, part of Oracle Fusion Cloud Customer Experience (CX) and driven by artificial intelligence (AI), automatically offers sellers proposals, quotations, and recommended steps to enhance productivity, complete more deals, and build confidence among customers.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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