

Cloud-based Contact Center - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Cloud-based Contact Center Market is expected to register a CAGR of 25.43% during the forecast period.

Key Highlights

- The cloud-based contact center market encompasses services that manage customer interactions and communications via the cloud. These services deliver contact center functionalities over the Internet by leveraging cloud computing technologies. Cloud-based contact centers offer businesses the flexibility to scale operations seamlessly, adjusting capacity in response to fluctuating customer demands. Organizations can swiftly add or remove agents and resources, ensuring optimal performance and cost efficiency.
- The surging demand for cloud-based services has been a pivotal force propelling the growth of the cloud-based contact center market. The inherent flexibility of cloud-based services fuels this demand. They empower organizations to scale operations, be it adding or removing agents, launching new contact center locations, or venturing into new markets, all without physical infrastructure constraints. Such scalability equips organizations to adapt to evolving business needs and customer expectations swiftly.
- Market growth is further bolstered by the appeal of reduced capital expenses and expedited deployment that cloud-based contact centers offer. Traditional on-premises setups demand hefty upfront investments in hardware, software licenses, infrastructure setup, and ongoing maintenance. In contrast, cloud-based centers operate on a subscription or pay-as-you-go basis, slashing capital expenditures.
- By leveraging a cloud service provider's infrastructure, organizations sidestep the hefty initial costs tied to hardware, like servers and networking tools. They pay solely for the resources they utilize. This model democratizes access to advanced contact center capabilities, making them attainable for businesses of all sizes without imposing a significant financial strain.
- In April 2024, Bell Canada rolled out Google Cloud's Contact Center AI (CCAI) for businesses across Canada. This marks the debut

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of a fully AI-driven solution tailored for Bell's enterprise and mid-market clientele. Bell's Google Cloud CCAI is a managed offering bolstered by professional services. It harnesses generative AI technology to elevate both customer and agent interactions. With its advanced conversational capabilities and analytics, Bell's Google CCAI promises scalability and adaptability, seamlessly integrating with existing and cloud-based contact centres, regardless of size.

- When adopting cloud-based services, organizations often contend with concerns over the privacy and protection of their customer data. As data is stored and processed in the cloud, concerns about unauthorized access, breaches, and leaks are increasingly prevalent. A rise in such cases might restrict the market's growth significantly.

Cloud-Based Contact Centers Market Trends

IT and Telecom End User Industry is Expected to Hold Significant Market Share

- IT and Telecom industries rapidly adopt cloud-based contact centers, drawn by their advantages over traditional on-premises solutions. Cloud-based contact centers allow IT and Telecom companies to scale resources based on fluctuating customer inquiries, optimizing their operations. By transitioning to the cloud, companies sidestep hefty infrastructure costs, paying only for what they use. This model resonates with IT and Telecom firms focused on operational efficiency and cost reduction.
- Public cloud platforms enable swift deployment, letting IT and Telecom companies set up cloud-based contact centers without heavy hardware investments. These platforms also offer seamless scalability, adjusting to demand and business growth. As organizations emphasize agility, scalability, and cost-efficiency in customer service, the demand for cloud-based solutions in contact centers surges. With businesses increasingly recognizing cloud technology's role in enhancing customer experiences, the cloud-based contact center market is poised for significant growth.
- The market is witnessing intense competitive rivalry, with established and new players vying for attention. To maintain their edge, industry players increasingly turn to a mix of organic and non-organic strategies, further fueling market growth opportunities. For instance, in November 2024, Mitel unveiled its new "customer experience management platform," named Mitel CX, specifically designed for contact centers. Mitel CX operates as a CCaaS platform built upon the cloud contact center foundation that Mitel acquired from Atos. Moreover, the platform boasts AI capabilities, which Mitel has integrated through an OEM partnership with Talkative.
- Also, in August 2024, Reinvent Telecom, a provider of wholesale unified communications, SIP trunking, business messaging, direct routing for Microsoft Teams, and contact center solutions, unveiled its next-generation unified communications and collaboration (UC&C) platform, MyCloud UCaaS. Built from the ground up, MyCloud UCaaS aims to boost revenue for Reinvent's white-label and co-branded reseller partners.
- According to Flexera Software, in 2024, more than 60 percent of global businesses are leveraging data warehouse services from public cloud providers. Furthermore, 32 percent are delving into machine learning and AI, while 17 percent are gearing up to adopt these technologies alongside DRaaS and Edge services.

Asia Pacific is Expected to be the Fastest Growing Market

- The cloud-based contact center market is witnessing robust growth in the Asia Pacific region. Rapid digital transformation is speeding across industries in the Asia Pacific. Businesses increasingly turn to cloud-based solutions to bolster customer service and maintain a competitive edge. This shift is driving up the demand for cloud-centric contact center services.
- With a vast and swiftly expanding population of Internet users and a surge in smartphone adoption, the Asia Pacific region is primed for cloud-based contact centers. This extensive digital and mobile connectivity empowers businesses to broaden their customer reach and deliver uninterrupted support across diverse channels. According to GSMA, in 2023, 51 percent of the

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Asia-Pacific region accessed mobile internet, up from 49 percent in 2018. By 2030, 61 percent of users are expected to access the internet via mobile devices.

- As customer expectations in the Asia Pacific evolve, consumers now demand tailored and uniform experiences across all communication platforms. Cloud-based contact center services, with features like omnichannel communication, analytics, and AI-driven automation, empower businesses to cater to these changing demands.
- The Asia Pacific boasts a dynamic small- and medium-sized enterprise (SME) landscape, with many recognizing the advantages of cloud-based contact center solutions. These services offer SMEs affordable, scalable avenues to bolster customer support, enhance engagement, and rival larger corporations. By adopting a cloud-centric approach, SMEs sidestep hefty upfront costs associated with hardware and software, making these solutions more attainable.
- In the Asia Pacific, numerous countries support digital adoption, backed by proactive government policies and initiatives. Such measures foster a favorable landscape, encouraging businesses to delve into cloud-based contact center solutions and other digital technologies.

Cloud-Based Contact Centers Industry Overview

Major players dominate the fragmented cloud-based contact center market, including Avaya Contact Center (Ayaya Group), RingCentral Inc., Genesys Telecommunications Laboratories Inc., 3CLogic Inc., and Five9 Inc.. Additionally, diverse industries leverage cloud-based contact centers, presenting growth avenues for vendors. Market players increasingly turn to strategies like partnerships, collaborations, and acquisitions to bolster service offerings and secure a lasting competitive edge.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Threat of Substitutes
 - 4.2.5 Intensity of Competitive Rivalry
- 4.3 Assessment of Impact of Macroeconomic Factors on the Industry

5 MARKET DYNAMICS

- 5.1 Market Drivers

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- 5.1.1 Increasing Demand for Cloud-based Solutions
- 5.1.2 Reduced Capital Expenses and Faster Deployment of Cloud Contact Center
- 5.2 Market Restraints
 - 5.2.1 Security Concerns Regarding Cloud-based Solutions

6 MARKET SEGMENTATION

- 6.1 By Type
 - 6.1.1 Automatic Call Distribution
 - 6.1.2 Agent Performance Optimization
 - 6.1.3 Dialers
 - 6.1.4 Interactive Voice Response
 - 6.1.5 Computer Telephony Integration
 - 6.1.6 Analytics and Reporting
- 6.2 By Service
 - 6.2.1 Professional Services
 - 6.2.2 Managed Services
- 6.3 By End-User Industry
 - 6.3.1 Banking, Financial Services and Insurance (BFSI)
 - 6.3.2 IT and Telecom
 - 6.3.3 Media and Entertainment
 - 6.3.4 Retail
 - 6.3.5 Logistics and Transport
 - 6.3.6 Healthcare
 - 6.3.7 Other End-User Industries
- 6.4 By Geography***
 - 6.4.1 North America
 - 6.4.2 Europe
 - 6.4.3 Asia
 - 6.4.4 Australia and New Zealand
 - 6.4.5 Latin America
 - 6.4.6 Middle East and Africa

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Avaya Contact Center (Ayaya Group)
 - 7.1.2 RingCentral Inc.
 - 7.1.3 Genesys Telecommunications Laboratories Inc.
 - 7.1.4 3CLogic Inc.
 - 7.1.5 Five9 Inc.
 - 7.1.6 Connect First Inc.
 - 7.1.7 Mitel Networks Corporation
 - 7.1.8 Aspect Software Parent Inc.
 - 7.1.9 8X8 Inc.
 - 7.1.10 NICE inContact
 - 7.1.11 Teleforge Corporation
 - 7.1.12 1Stream Inc.
 - 7.1.13 AVOXI Inc.

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8 INVESTMENT ANALYSIS

9 FUTURE OUTLOOK

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