

# European Contact Center and Customer Service Technologies

IDC's *European Contact Center and Customer Service Technologies* service will offer market intelligence to help contact center (CC) providers achieve greater market success. The service will analyze market prospects by country, deployment, and competitive landscape, in addition to providing insights into customer needs and end-user adoption trends and preferences. Furthermore, it will examine emerging technologies and features, as well as key market developments.

## MARKETS AND SUBJECTS ANALYZED

- European contact center market shares
- European contact center market forecast
- European contact center market analysis
- Contact center preferences in Europe (based on survey results)
- The importance of digital channels in enhancing customer experience (CX)

## CORE RESEARCH

- Contact Center Market Share
- Contact Center Forecast
- Contact Center Market Analysis Perspective
- Contact Center Preferences in Europe Survey

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Contact Center and Customer Service Technologies](#).

## KEY QUESTIONS ANSWERED

1. What are enterprises' current requirements, and what will their requirements be in 2028?
2. Which strategies will vendors adopt in the cloud era, and how will they transform?
3. How will omni-channel platforms evolve in enhancing CX?
4. What are the key uses of AI, ML, and automation in contact centers?
5. What are end users' preferences in terms of CC features, technology stacks, and deployments?

## COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the European contact center market, including

8x8, Avaya, Cisco, Genesys, NICE