

10 CRM TRENDS 2021



Artificial Intelligence

1 \$190.61B by 2025

- Retail | Financial
- | Automated Workflows
- | Sales Forecasting

Custom Employee Experiences

2 HR | Manufacturing

- | Improving Company Culture
- | Measure Employee Engagement



Holistic CX (Customer 360)

3 Retail | Manufacturing

- | Longer Customer Life Cycles
- | Continuous, Omnipresent Service

Voice Technology

4 \$27.16B by 2025

- Travel | eCommerce
- | Voice-Powered Digital Assistant
- | Multimodal Interactions

Hyper-Personalized Experiences

5 Retail | Financial

- | Applying Data Insights to Decisions
- | Real-Time Customer Data

Data Protection

6 \$158B by 2025

- Healthcare | Financial
- | Customer Data Protection
- | Craft Trust & Transparency

Autonomous CX

7 \$229.3B by 2025

- eCommerce | Financial
- | Streamline CX With Chatbots
- | Compile Customer Feedback

Predictive Analytics

8 \$23.9B by 2025

- Retail | Healthcare
- | Monitoring Consumer Trends
- | Categorize Spending

Digital Transformation

9 \$3,294B by 2025

- Consumer | Automotive
- | Mailroom Automation
- | Multi-Channel Experience

Adaptive Intelligence

10 Healthcare | Financial

- | Predict Lead Scores
- | Deal Acceleration

www.softclouds.com

Source:

vennsence.com | statista.com | looplinc.com | phocuswright.com | medallia.com | www.mycustomer.com | docs.oracle.com | toolbox.com | securitymagazine.com | cmswire.com