Speech Analytics: Mapping an Emerging Technology to Business Needs

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The total market for speech analytics globally will grow from $50m in 2005 to $218m in 2010.

North America is predicted to grow from $35m in 2005 to $141.7m in 2010.

EMEA is predicted to grow from $10m to $50.1m.

APAC is predicted to grow from $5m to $24m in 2010.
Early adopters

- Revenue from outsourcers is projected to grow from $5.5m in 2005 to $32.7m in 2010.

- Revenue from financial services is projected to increase from $6.0m to $34.9m in 2010.

- Revenue from communications is projected to increase from $9.5m to $32.7m in 2010.
• Healthcare will grow from $4m to $17.4m at a CAGR of 34.4%.

• Utilities will grow from $3.0m to $10.9m at a CAGR of 29.4%.

• Travel and tourism will grow from $0.8m to $10.9m at a CAGR of 70%.
Key takeaways

• North America is the strongest initial market for speech analytics, followed closely by EMEA: APAC will take off more slowly, and uptake in CALA is expected to be modest.

• The key factors predisposing a firm to adopt speech analytics in the contact center are existing investment in call recording, high call volume, compliance issues, and concerns about churn.
Questions?

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