

## 2023 Voice of Our Clients

Findings from interviews with executives in

# Consumer Services



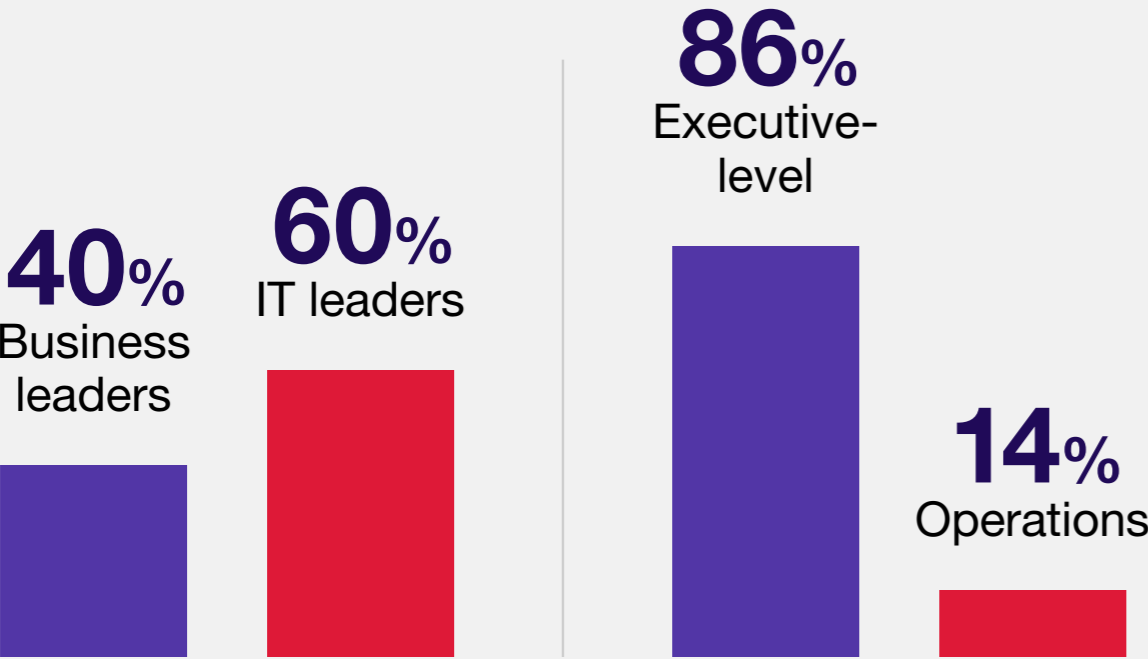
## Top trends & priorities

	Macro trends	Industry trends	Business priorities	IT priorities
1	Technology and digital acceleration	Becoming digital to meet customer expectations	Improve the customer experience	Improve the customer experience
2	Social demographic change	Automation	Attract and retain talent	Drive IT modernization
3	Fight against climate change	Protecting through cybersecurity	Drive revenue growth	Cybersecurity



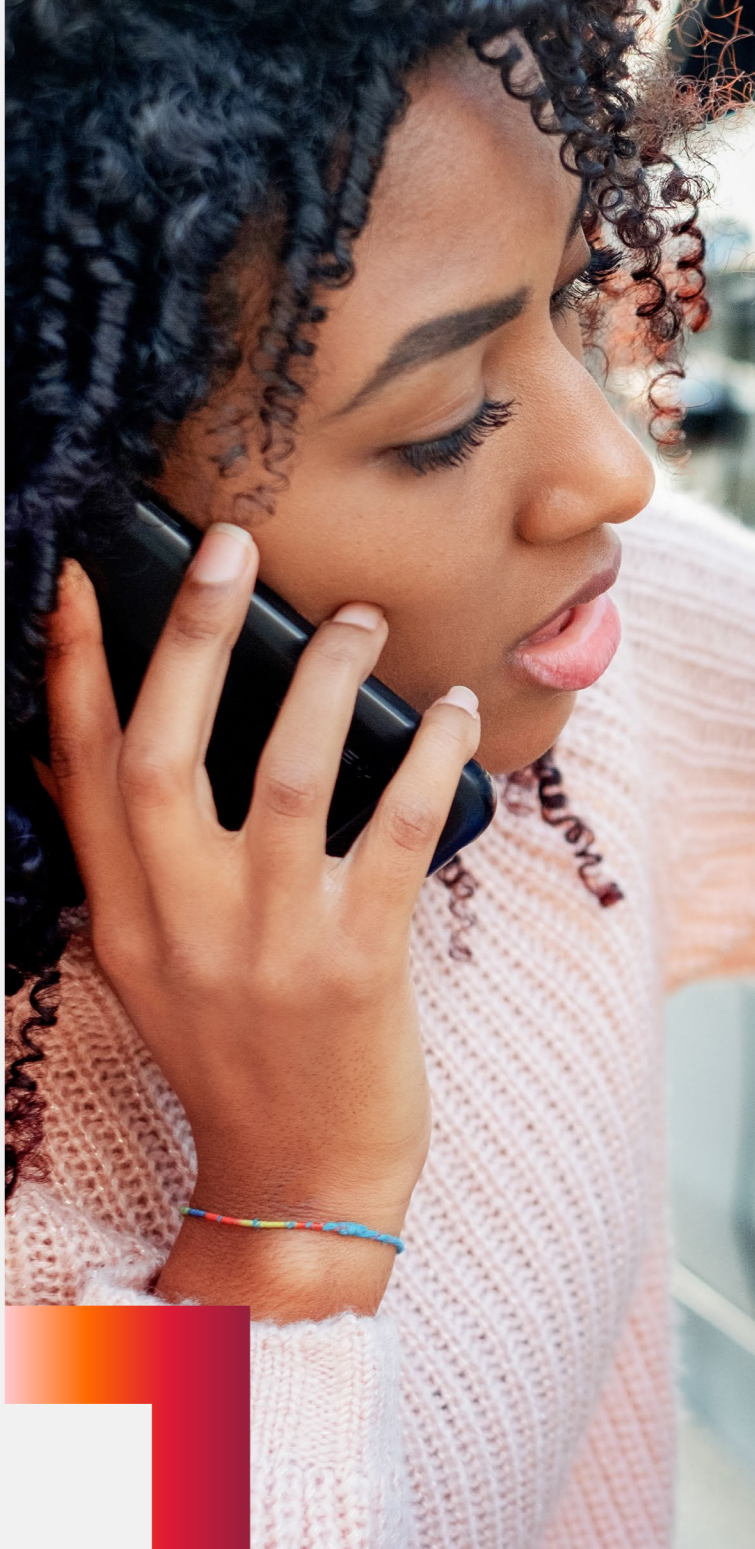
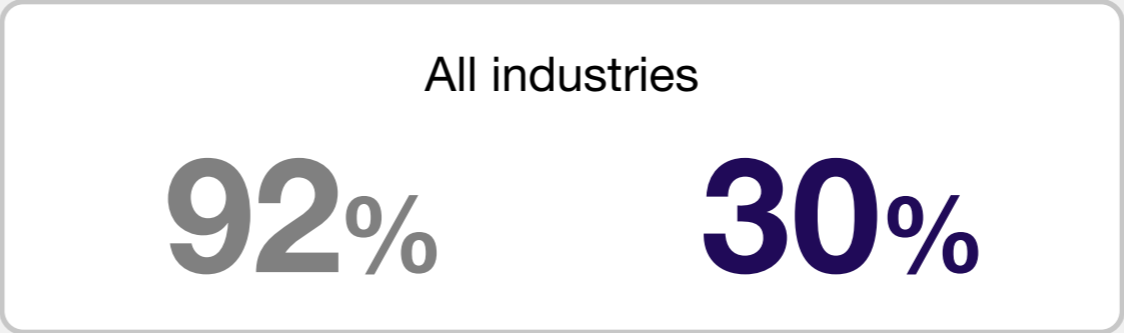
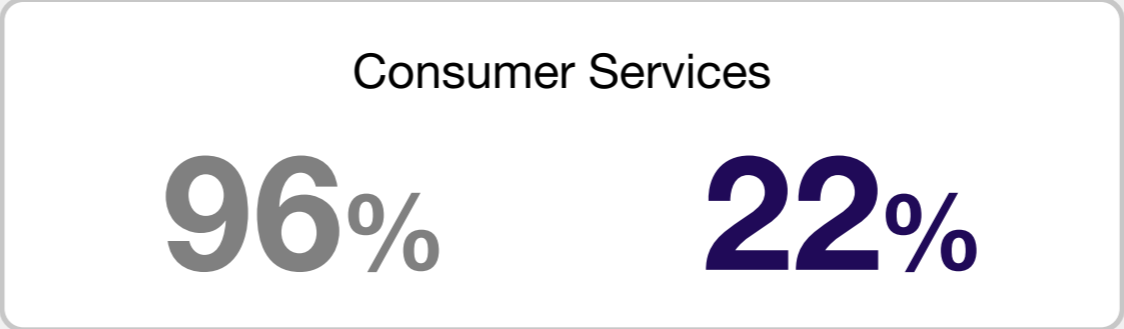
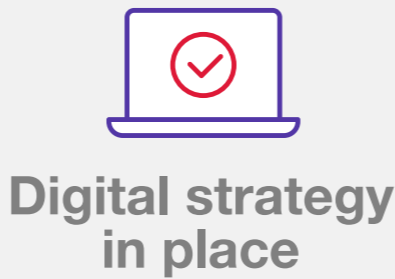
# Executives we interviewed

Annually, CGI leaders meet with executives across industries and geographies to gather their perspectives on the trends affecting their enterprises:



# Digital strategy progress

22% of consumer services executives say their organization is producing expected results from their digital strategy compared to 25% last year.



# Key findings in Consumer Services



Technology is driving transformation

**82%**

of executives cite the high impact of technology and digital acceleration



Business models need to be more agile

**Only 25%**

of executives say they have highly agile business models to address digitization



Changing social demographics transforms consumer demand

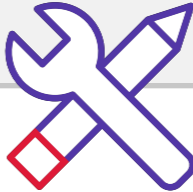
**67%**

of executives cite the high impact of social demographic change



Inflation drives optimization strategies

Executives identify optimizing prices and reducing costs as the **top 2** measures to address macroeconomic impacts








Better CX and data-driven operations rely on better IT

IT modernization is the #2 IT priority, **yet, only 4%** are fully operational with it

# Digital adopters in Consumer Services

When comparing insights from the 59% who are operational or producing results from digital strategies (**digital adopters**) to those building or launching digital strategies (**digital aspirants**), common attributes emerge.

Digital adopters in consumer services recognize the high impact of digitization on their business models and rely on close alignment between business and IT operations. They are also further ahead with IT modernization and cybersecurity and have more mature organizational strategies to leverage data and digitalization.

		Digital adopters	Digital aspirants
	Feel digitization has a high impact on their business models	88%	64%
	Are implementing or fully operational with the IT priority of cybersecurity	72%	46%
	Have highly aligned business and IT operations to support strategy execution	71%	45%
	Are implementing or fully operational with the IT priority of IT modernization	60%	46%
	Have a mature organizational strategy to leverage data and digitalization	33%	0%

# 5 recommendations for delivering on your brand promise

- 1 Integrate digital into everything**  
by evolving from aligning business and digital strategies to fully integrating digital into business processes.
- 2 Embrace innovation—especially intelligent automation—as a journey**  
exploring various enablers to take your business into the future and lower costs.
- 3 Own and organize your data**  
to drive efficiency and growth by ensuring customer and supply chain data quality, security and availability.
- 4 Invest strategically in IT modernization and managed services**  
to lower costs, enable agility and invest in new digitally enabled products.
- 5 Promote change as a natural part of business evolution**  
by encouraging a mindset of continuous improvement, learning and forward-thinking.



At CGI, we help consumer services organizations deliver on their brand promise through the best data-driven omnichannel customer experiences.

[Learn more →](#)

Meet with our experts about these insights.

[Schedule a discussion →](#)