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## 2017 CGI Client Global Insights

### **RETAIL AND CONSUMER SERVICES**

Client insights  
and CGI perspectives  
on digital transformation

Each year, CGI's executives and local leaders meet face-to-face with business and IT leaders to hear their perspectives on the trends affecting their organizations and the implications for their business.

## We conducted 128 in-person interviews with retail and consumer services clients

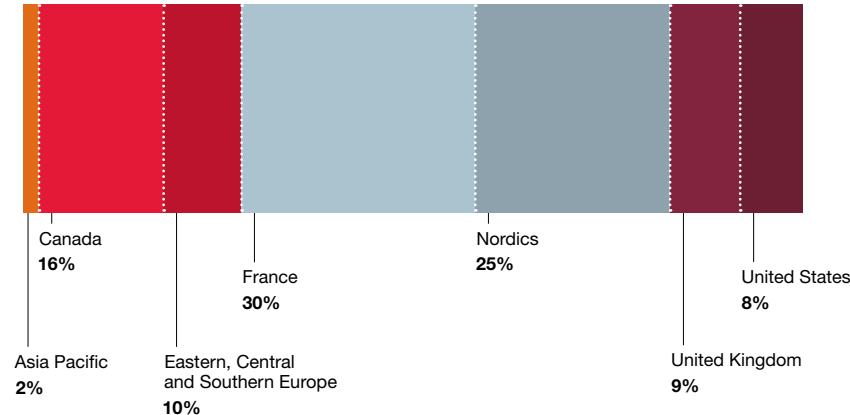
34%

business leaders

66%

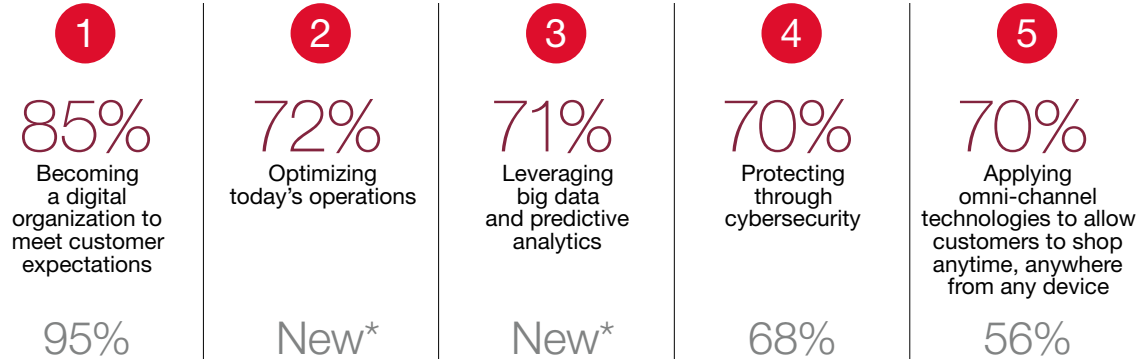
IT leaders

### Percentage of interviews covered by CGI's major regions



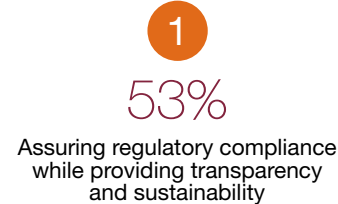
The client insights demonstrate that digital transformation is imperative to meet increasing customer expectations.

## Top 2017 trends in retail and consumer services with 2016 comparison



\*The 2017 2nd and 3rd top trends are new this year. The 2016 4th top trend was assuring regulatory compliance (47%), while the 5th trend was continuing economic pressures restraining consumer spending (22%).

Looking ahead, executives cite the following as their top emerging trends.



Top investment areas highlight  
focus areas for client innovation.

	Now	Within 3 years
Delivering an omni-channel experience	71%	75%
Providing digital employee tools	61%	70%
Leveraging predictive analytics	55%	79%
Applying phygital strategies (physical and digital world)	42%	51%
Hiring digital C-levels	42%	34%
Building an agile supply chain	41%	56%



Retail and consumer services business and IT leaders interviewed align on the priority of improving the customer experience through data analytics.

Rank	Top business priorities	Rank	Top IT priorities
1	Improve the customer experience 85%	1	Improve the customer experience through increased digitization across the entire value chain and customer-facing mobile solutions 77%
2	Optimize operations by funding new agile models that improve time to market 82%	2	Drive IT modernization 75%
3	Harness the power of data analytics through real-time insights and improved personalization for new revenue streams 71%	3	Deliver the benefits of big data and business insight 70%
4	Collaborate across the boundaries of the organization 62%		Transform to become a digital enterprise 70%
5	Drive collaboration between business and IT to prioritize and optimize IT 59%		Embrace new IT delivery models 70%



As digital technologies shape customer and citizen expectations, client executives are positioning their organizations ahead of these changes. Learn more about their insights and our perspectives.

Contact us to schedule a discussion.

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