2018 trends at a glance

RETAIL AND CONSUMER SERVICES

TOP TRENDS
% of retail and consumer services executives citing top trends

1. Becoming digital organizations to meet customer expectations
   - All responses: 92%
   - North America: 89%
   - Europe: 93%

2. Protecting the enterprise through cybersecurity
   - All responses: 84%
   - North America: 87%
   - Europe: 83%

3. Optimizing today’s operations with agile models that improve time to market
   - All responses: 83%
   - North America: 84%
   - Europe: 81%

4. Applying big data and predictive analytics
   - All responses: 77%
   - North America: 73%
   - Europe: 78%

5. Assuring regulatory compliance while providing transparency and sustainability
   - All responses: 73%
   - North America: 69%
   - Europe: 74%

TRANSFORMATION STAGE
Digital strategy implementation
For the entire enterprise extending to our external partners and suppliers
- Producing results: 9%
- Operational: 11%
- Launching: 11%
- Building: 43%
- Don’t know: 16%
- Other: 10%

Of the executives who say they have a defined digital strategy, 31% are launching, have operationalized or are realizing results from a strategy that includes their ecosystem partners.

Technology implementation
- Artificial intelligence (AI)
  - Investigating: 43%
  - Proof of concept: 10%
  - Transformation in progress: 25%
  - Transformation achieved: 17%

A majority of retail and consumer services executives indicate they see artificial intelligence as an enabler of digital change in the future.

BENCHMARKING
We asked business and IT executives to rank their satisfaction with their own IT organizations based on the 10 key attributes of a world-class IT organization. Retail and consumer services satisfaction scores are on par or above the global average, particularly among IT leaders.

Business leader satisfaction vs. IT leader satisfaction
Scores from 1 to 10, with 10 most satisfied
- Providing cost-effective service
  - Business leaders: 5.9
  - IT leaders: 6.5
  - Industry avg.: 6.3
  - Global avg.: 6.1

- Delivering on time and on budget
  - Business leaders: 5.1
  - IT leaders: 6.3
  - Industry avg.: 5.9
  - Global avg.: 5.9

Discover additional retail and consumer services insights and request access to more industry reports by contacting us at info@cgi.com.

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CGI can provide a discussion of all available benchmarking from our interview data, including each client’s positioning, on topics such as IT satisfaction, IT budgets, innovation investments, digital maturity and more.

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Once again this year, cultural change and change management is cited as the top barrier to digital transformation.

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