



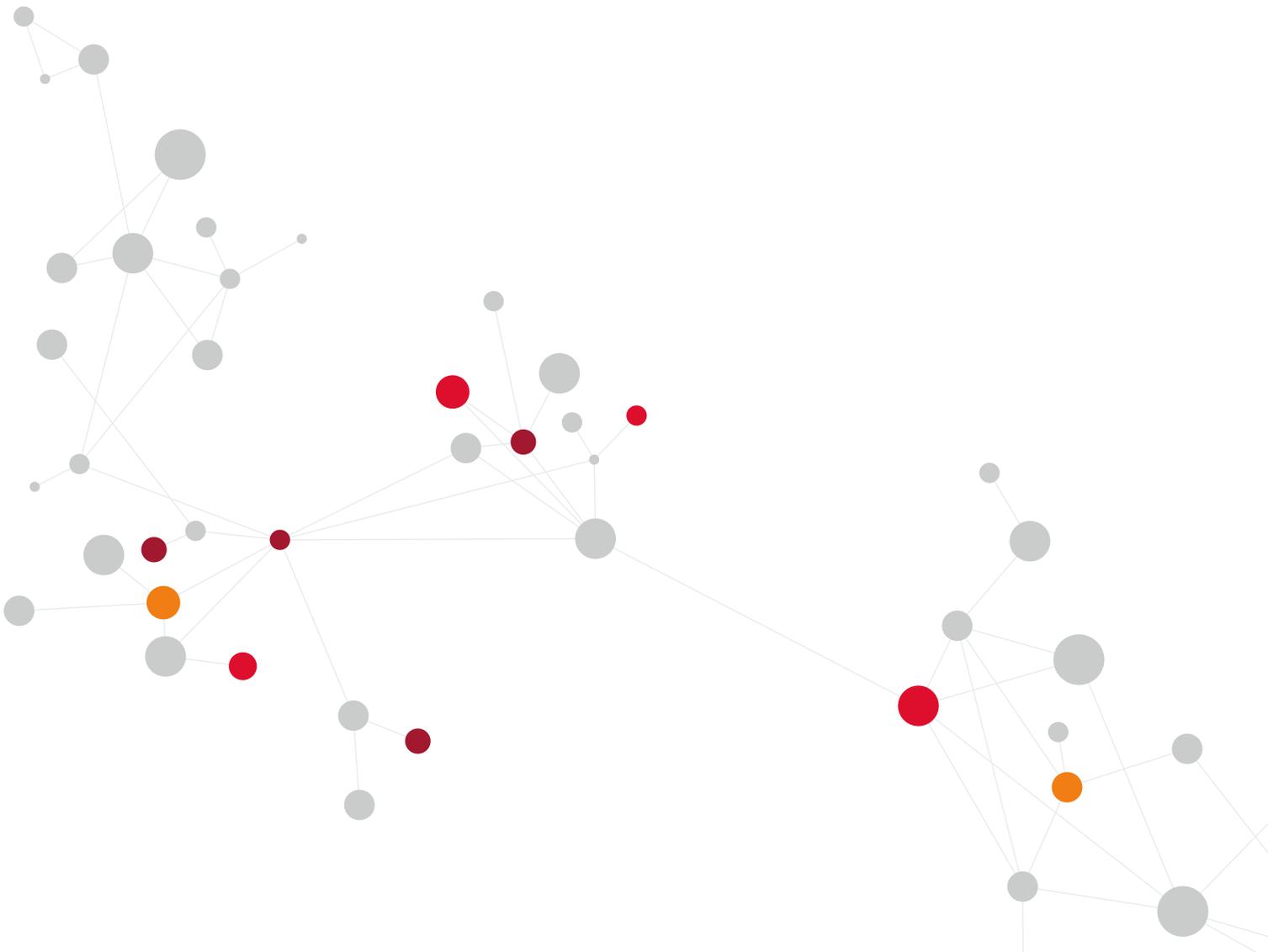
Experience the commitment®



Reimagining  
the future of the  
customer experience  
**Retail and  
Consumer Services**

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- CGI Retail Xp360: An innovative omni-channel solution



# CGI Client Global Insights: Key findings in the Retail and Consumer Services industry

As customer demands for more seamless and personalized experiences grow, becoming digital organizations to meet their expectations continues to be the top industry trend. The importance of **cybersecurity** and **agile operations** also has grown significantly.

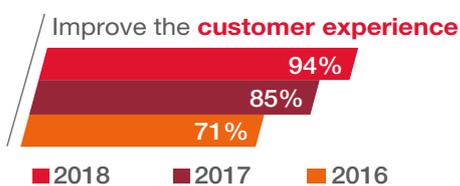
## 2018 top trends in Retail and Consumer Services



Source: 2018 CGI Client Global Insights

**Enhancing the customer experience** remains the top business priority, with **collaboration and digital tools** cited as the top two transformation initiatives to support this focus.

## 2018 top business priority



## 2018 top transformation initiatives



Source: 2018 CGI Client Global Insights

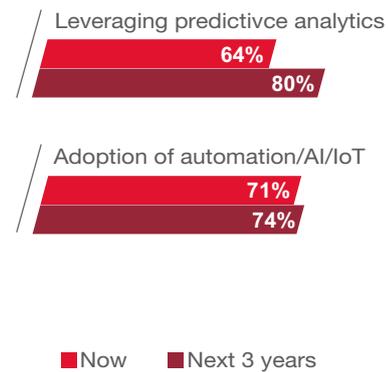


The key IT priorities identified by the executives we interviewed include **driving IT modernization** to enable digital transformation and protecting the enterprise through **robust cybersecurity**. There is also a growing focus on innovation investments to enable the adoption of **predictive analytics** as well as **automation/artificial intelligence/Internet of Things**.

### 2018 top IT priorities



### 2018 top innovation investments



Source: 2018 CGI Client Global Insights



#### What are the CGI Client Global Insights?

Each year, CGI leaders meet face-to-face with business and IT executives to hear their perspectives on the trends affecting their organizations and the implications for their business. Our experts incorporate the findings and insights from these conversations into our annual strategic planning process and share them with clients through CGI Client Global Insights reports.

In 2018, in the retail and consumer services industry, we spoke with 132 clients in the retail, consumer packaged goods, wholesale and consumer services sectors.

## Local experts. Global insights.

### CGI is one of the world's largest IT and business consulting services firms

We deliver high-end business and IT consulting, systems integration and outsourcing services, complemented by IP-based solutions.

### A strong local presence

Through our client-proximity business model, we work side-by-side with our clients, drawing upon our global capabilities to help identify, develop, implement and operate the innovative strategies and solutions needed to meet their customers' expectations.

### IT governance model

The CGI Management Foundation, our proven client-business-centric IT governance model, ensures that you, as CGI's client, retain full control over your IT strategic function and decision-making.

### Global delivery network

CGI's extensive global delivery network is the foundation of our service delivery model. Our delivery centers provide clients with access to the right skills from the right locations at the right time and for the right price.

Fiscal 2018 revenue  
CA\$11.5 billion



74,000  
consultants



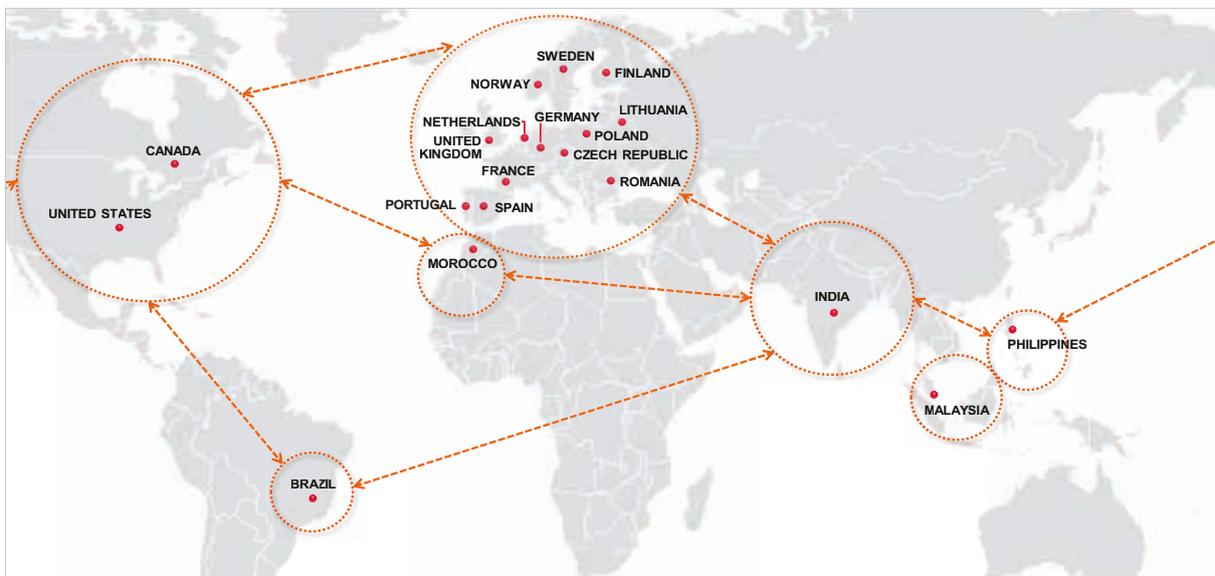
400 proximity-based  
locations



5,000  
end-to-end services  
clients



175 IP-based  
solutions serving  
30,000 clients

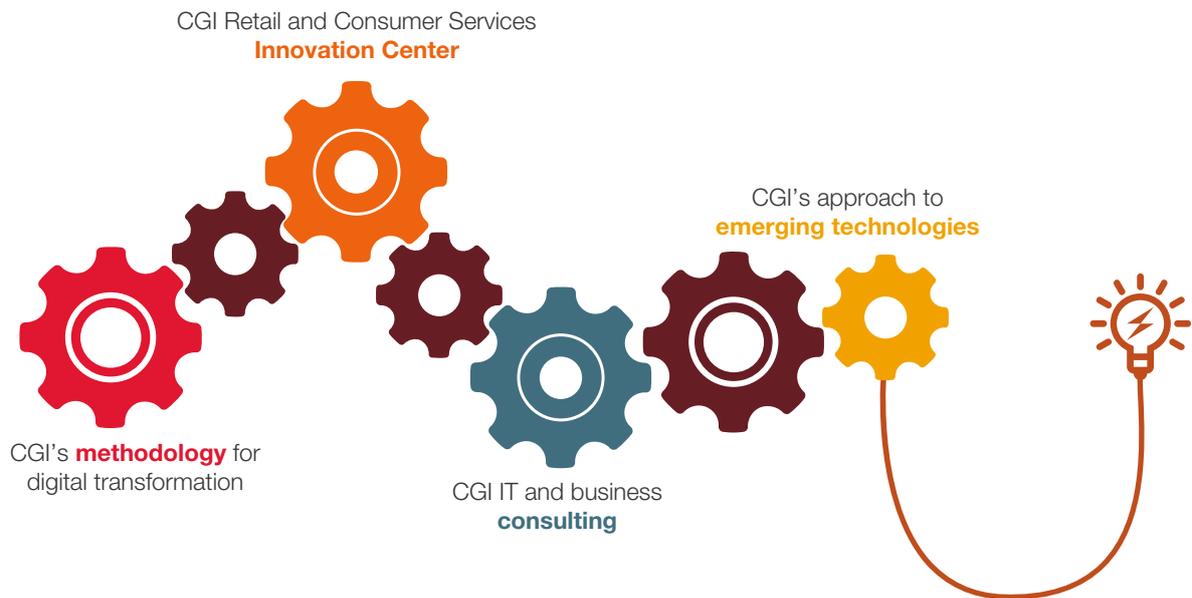


## Digitally enabling a best-in-class customer experience

In the retail and consumer services industry, our dedicated experts help organizations digitally transform to provide seamless omni-channel customer experiences.

Through advanced analytics and real-time actionable insight, we enable clients to better understand their customers and empower employees to transform the customer experience. We work with our clients to create new revenue streams through product and service innovation, and help them stay safe against cyber threats.

### CGI's digital transformation approach



By combining CGI's digital transformation **methodology** with our expertise in IT and **business consulting**, the power of our Retail and Consumer Services **Innovation Center**, and our approach to **emerging technologies**, we collaborate with our clients to develop **new business use cases** and solutions that generate greater business value.

### Our digital transformation methodology





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Globally, we serve **800+ clients** in the retail and consumer services industry.

We have helped **6 of the top grocery chains in Europe** build omni-channel platforms to improve and enhance the customer experience.

We have partnered with **5 of the world's top luxury goods brands** to improve customer personalization through the better use of data and analytics.

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### North American Retail and Consumer Services Centers of Excellence

- CGI solutions:
  - CGI Retail Xp360
  - CGI Unified 360
- Business consulting and expertise:
  - Analytics/BI/MDM
  - CRM
  - E-commerce
  - Order management
  - POS
  - Purchasing
  - Real-time offers
  - Supply chain management

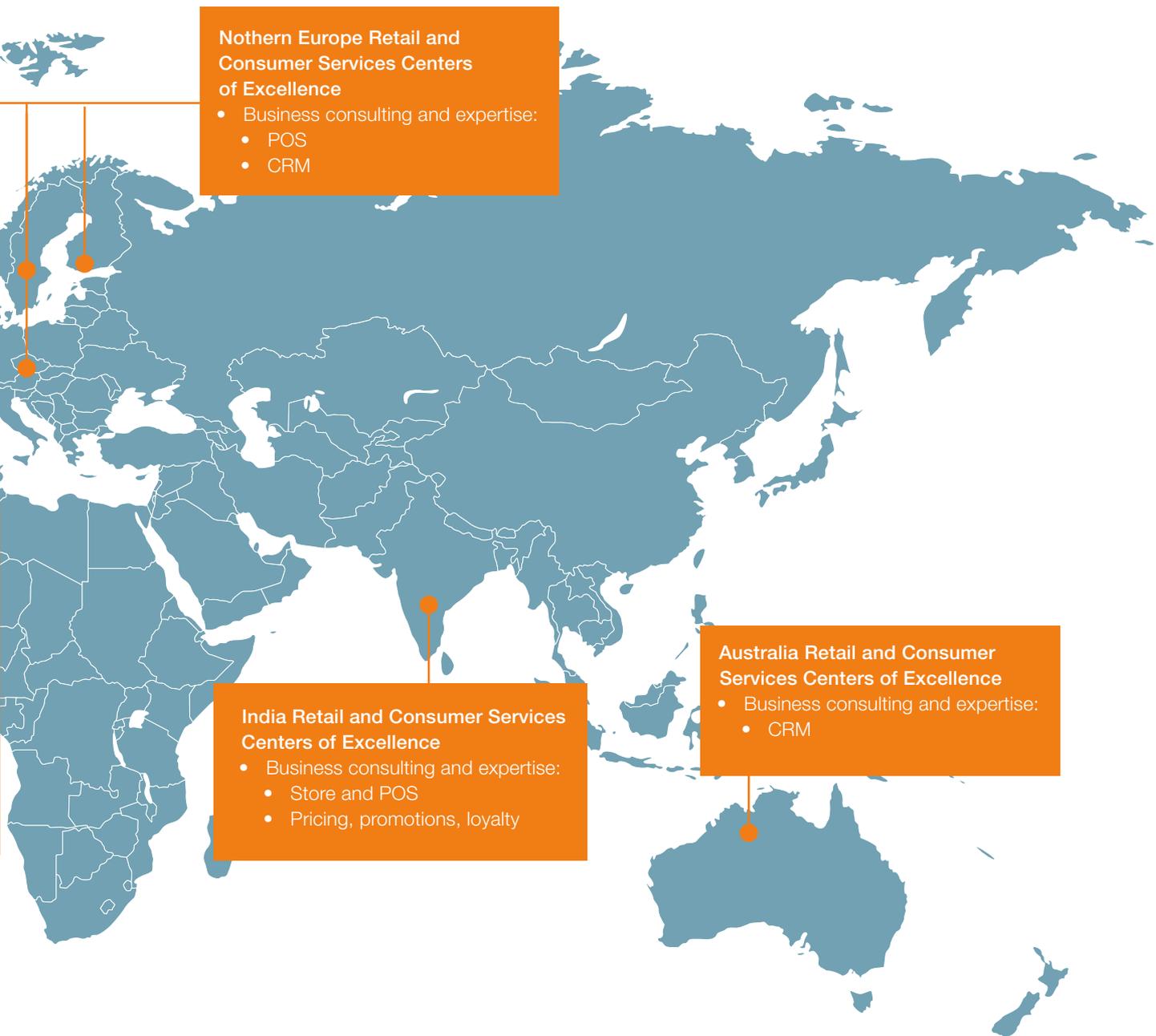
### Southern Europe Retail and Consumer Services Centers of Innovation

- Interactive digital signage
- Facial recognition
- VR/AR
- Chat bots
- NRC/RFID/Beacon detection
- Automated electronic shelf labeling
- Value-added product information
- Video analytics
- Seamless payment
- Empowered sales assistants
- Dynamic replenishment

### Southern Europe Retail and Consumer Services Centers of Excellence

- CGI solutions:
  - CGI Retail Xp360
- Business consulting and expertise:
  - Assortment and pricing
  - Category management
  - Omni-channel operations
  - Supply chain management
  - Purchasing
  - Store and POS

## CGI's global network of expertise in Retail and Consumer Services



## CGI's Retail and Consumer Services Innovation Center

Placing the customer experience at the heart of business, our innovation center in Lille, France is helping to deliver more value to customers

We focus on understanding customer and employee **pain points**, helping our clients build solutions to deliver great experiences, leading to increased satisfaction and loyalty.



### Time

Waste of time  
Excessive delays  
Poor time prediction



### Process

Disruption in customer journey  
Loss of control  
Limited services



### Support

Insufficient information  
Lack of empathy  
No transparency



### Cost

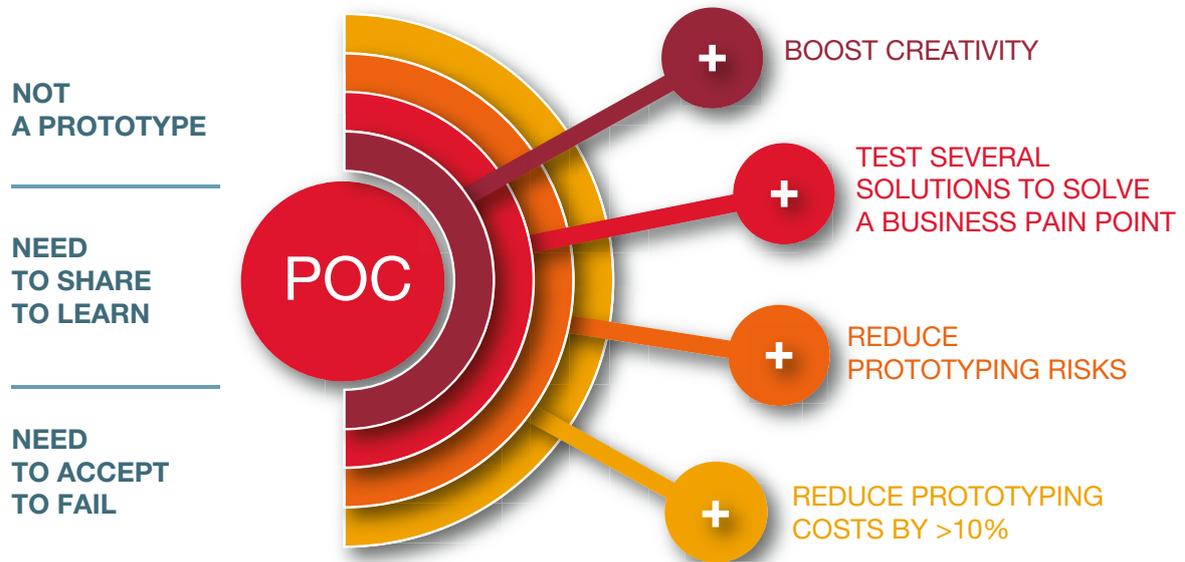
Waste of money (e.g. returns)  
Excessive costs (e.g. shipping)  
Missed discounts (e.g. coupons)

Our innovation center is powered by a global network of expertise and driven by an explorative and collaborative approach

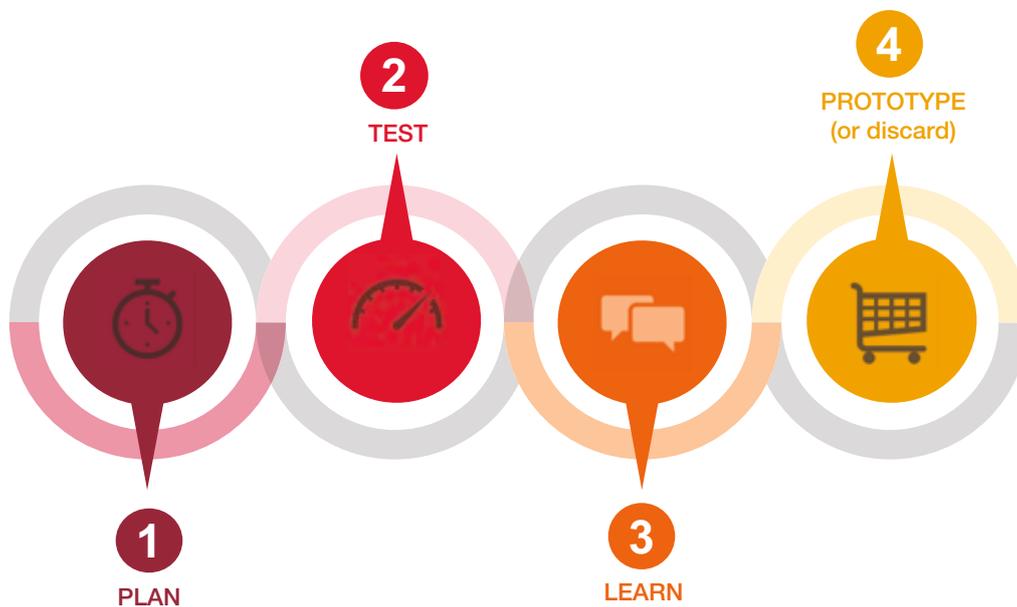
- We help our clients leverage:
  - Market intelligence and business insights from the CGI Client Global Insights
  - Best practices, lessons learned and experience from our experts and other clients
- Workshops enable our clients to explore every moment the consumer interacts with the brand to bring consistency to the customer journey.
- Through Proof-of-Concepts (POC), we share a hands-on approach to turning ideas into actionable solutions and outcomes.



## What is a Proof-of-Concept



## CGI's Proof-of-Concept approach



## Omni-channel innovative solutions showcased at our Retail and Consumer Services Innovation Center

- Real-time customer insight and feedback
- Anywhere and anytime shopping and delivery services
- Personalized communication, promotions and pricing
- E-commerce, mobility
- Customer service/shop assistant notifications
- Digital tickets and labels
- Queue/line busting
- Innovations based on beacons, chat/voicebots, AR and facial recognition
- Secure mobile payment methods

## CGI Retail Xp360: An innovative omni-channel solution

CGI Retail Xp360 is an innovative, customer-centric, modular cloud platform that enables retail and consumer services organizations to provide personalized, real-time and seamless customer and employee experiences, while ensuring they remain agile and flexible to succeed in competitive markets.

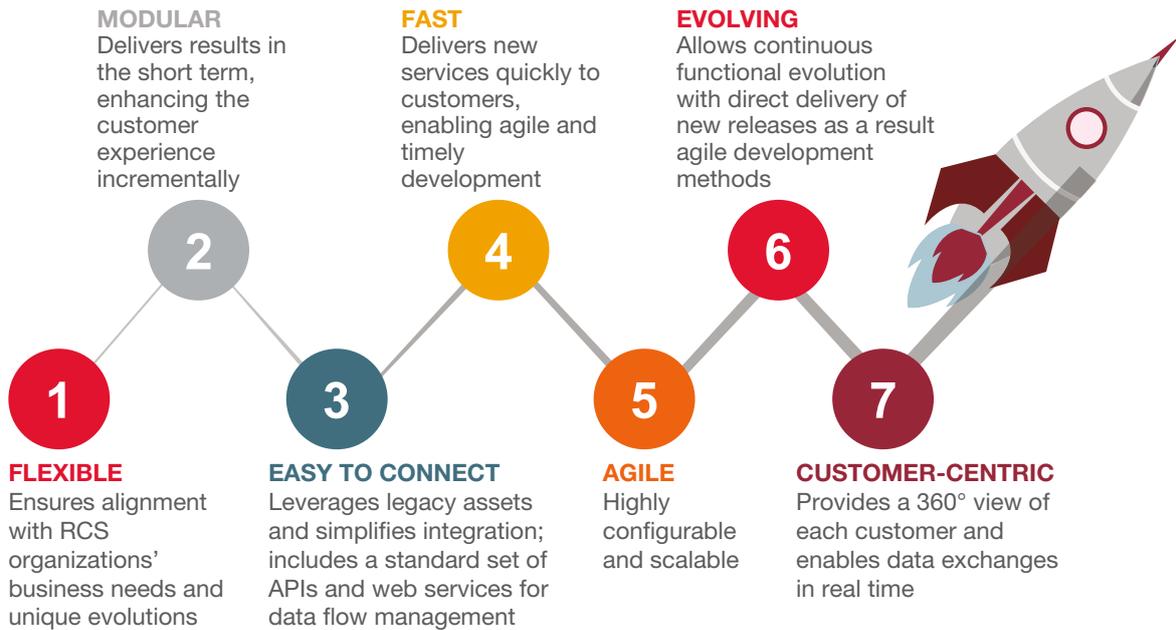
### Transforming today's challenges into business opportunities



### Built on the backbone of collaborative innovation

The foundation of CGI Retail Xp360 is our deep understanding of our clients' businesses and the close collaboration and partnerships we share with them. The solution is supported by a strong and innovative collaboration framework, which we leverage with our clients to codesign solutions and deliver quick and sustainable benefits.

### Key features and benefits



### CGI Retail Xp360 modules



**Stores module**  
**Enhance in-store agility**  
 Point-of-sale management, order management, support to sales assistant, in-store teams management



**Engagement module**  
**Create lasting loyalty**  
 Offer management, flexible and centralized campaign management, loyalty program management



**Customer module**  
**Reinvent the customer experience**  
 Queue management, mobile app management, in-store digital customer interaction management



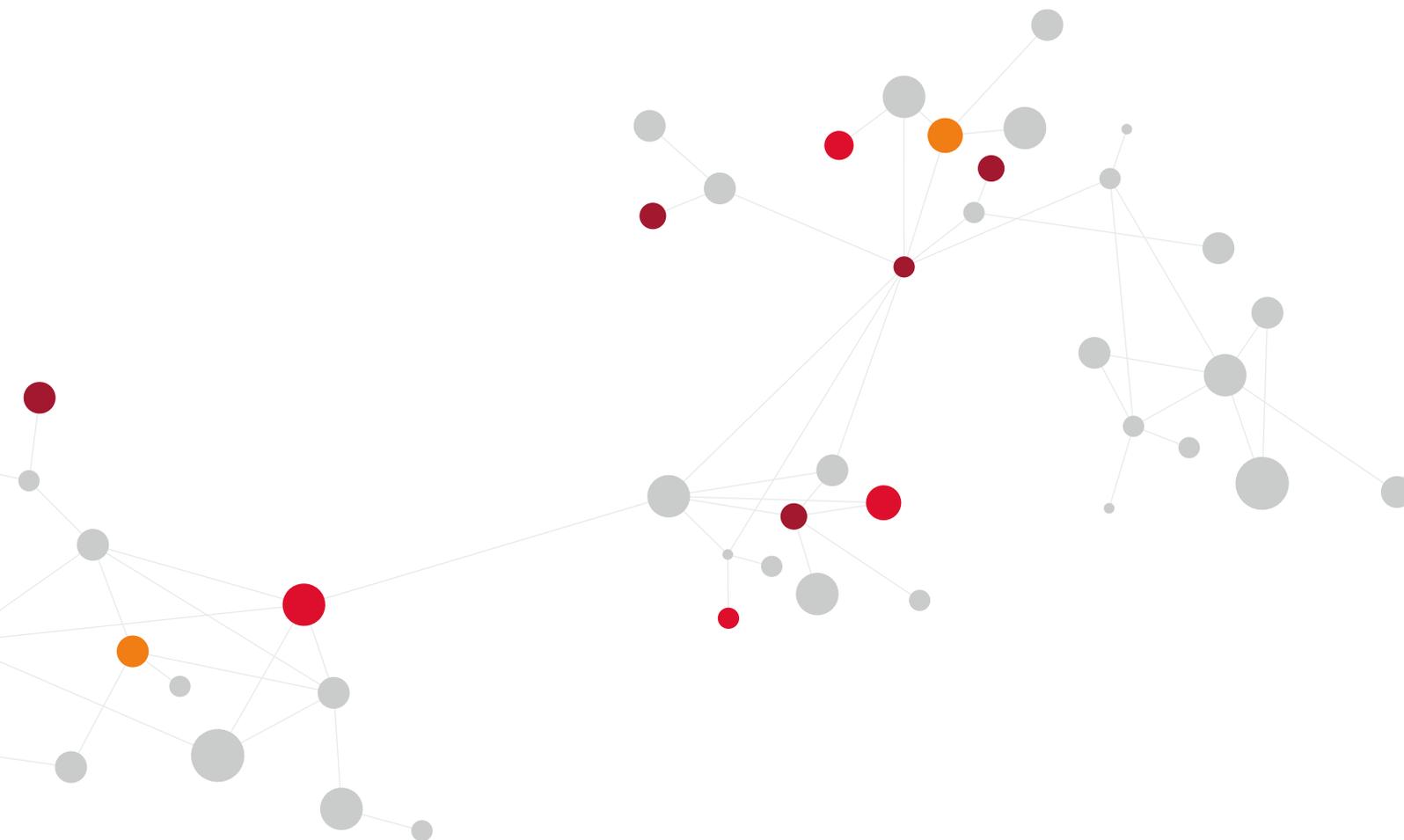
**Foundation module**  
 The core of the solution provides a unified and shared 360° vision of all your data throughout your business.



## CGI in the Retail and Consumer Services industry

In the retail and consumer services industry, our 5,800 experts and broad portfolio of services and solutions help companies drive digital transformation to enable seamless, real-time and personalized customer experiences, create new revenue streams, empower employees, and protect against cyber threats.

Learn more about our digital transformation capabilities and retail and consumer services expertise by visiting [cgi.com/retail](https://cgi.com/retail).



## About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. Operating in hundreds of locations across the globe, CGI delivers an end-to-end portfolio of capabilities, from IT and business consulting to systems integration, outsourcing services and intellectual property solutions.

CGI works with clients through a local relationship model complemented by a global delivery network to help clients achieve their goals, including becoming customer-centric digital enterprises.

The CGI logo consists of the letters 'CGI' in a bold, white, sans-serif font, centered on a dark red background. The background features a network of white lines connecting various sized circles, creating a web-like pattern.

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