



2020 CGI CLIENT  
GLOBAL INSIGHTS

## Retail Banking Insights Summary

Each year, we meet with client executives to get their views on the trends affecting their organizations and industries. Through the CGI Client Global Insights, we analyze these findings to provide a valuable global antenna by industry—based on facts, not hype—to benchmark best practices. This summary shares sample insights from our retail banking client executives.

### **Customer adoption of digital still dominates**

As in 2019, increasing customer adoption of digital as a primary channel is the most impactful trend in 2020. Improving the end-to-end customer experience also remains the most important business priority, while delivering client-facing digital transformation rises to the top of the list of IT priorities.

#### > Top trend by impact

**Increasing customer adoption of digital as primary channel**

#### > Top business priority by importance

**Improving end-to-end customer experience**

#### > Top IT priority by importance

**Delivering client-facing digital transformation**



> **Post-pandemic declaration trends show rise in omni-channel and digital**

For interviews conducted after the pandemic declaration by the World Health Organization on March 11, 2020, omni-channel demand for personalized services, increasing adoption of digital as a primary channel, and the strain of digital transformation demands on legacy banking infrastructure all rose in impact as a trend (+18%, +17% and +16%, respectively), compared to earlier interviews.

> **Results from digital strategies remain low**

**27** % of executives say their organizations are producing results from digital strategies, up from 20% in 2019; 99% have a strategy in place, up from 94% last year.

> **Less than half of executives cite highly agile business models for digitization**

**38** % say their business model is highly agile (score of 8 or higher\*) when it comes to addressing digitization, up 5% from 2019.

> **Business agility drives new IT application managed services**

**59** % say business agility is the primary driver for expected changes in IT application management; 46% expect to use IT managed application services substantially or fully in 3 years.

> **Securing the bank and its customers is the top innovation investment priority**

**86** % plan to invest in securing the bank and its customers within the next 3 years. However, agile IT and delivery is on the rise as an investment area, indicating a potential shift in priorities over time.

> **Cybersecurity is top IT spending driver**

**92** % say their top IT spending driver is cybersecurity, followed by digital transformation (89%).

---

Learn more at [cgi.com/client-global-insights](http://cgi.com/client-global-insights). For a complete set of industry insights and to consult with one of our experts, contact us at [info@cgi.com](mailto:info@cgi.com).

---

## About the insights

In 2020, we met with 1,447 business and IT executives. This summary shares sample insights from 111 retail banking client executives.

Interviews were conducted before and after the pandemic declaration, providing unique insights into evolving priorities.

### Interview demographics

Pre March 11**	Post
32%	68%
Business leaders	IT leaders
50%	50%
Europe	North America
58%	42%
C-level	Ops-level
63%	37%

\*Scale of 1 to 10 with 10 highest

\*\*Pandemic declaration by WHO