



# Retail and Consumer Services 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 and consumer services client executives.

## **Meeting customer expectations still dominates**

Becoming digital to meet customer expectations is the top trend by impact once again in 2020. The most important business and IT priorities both continue to focus on improving the customer experience.

### > Top trend by impact

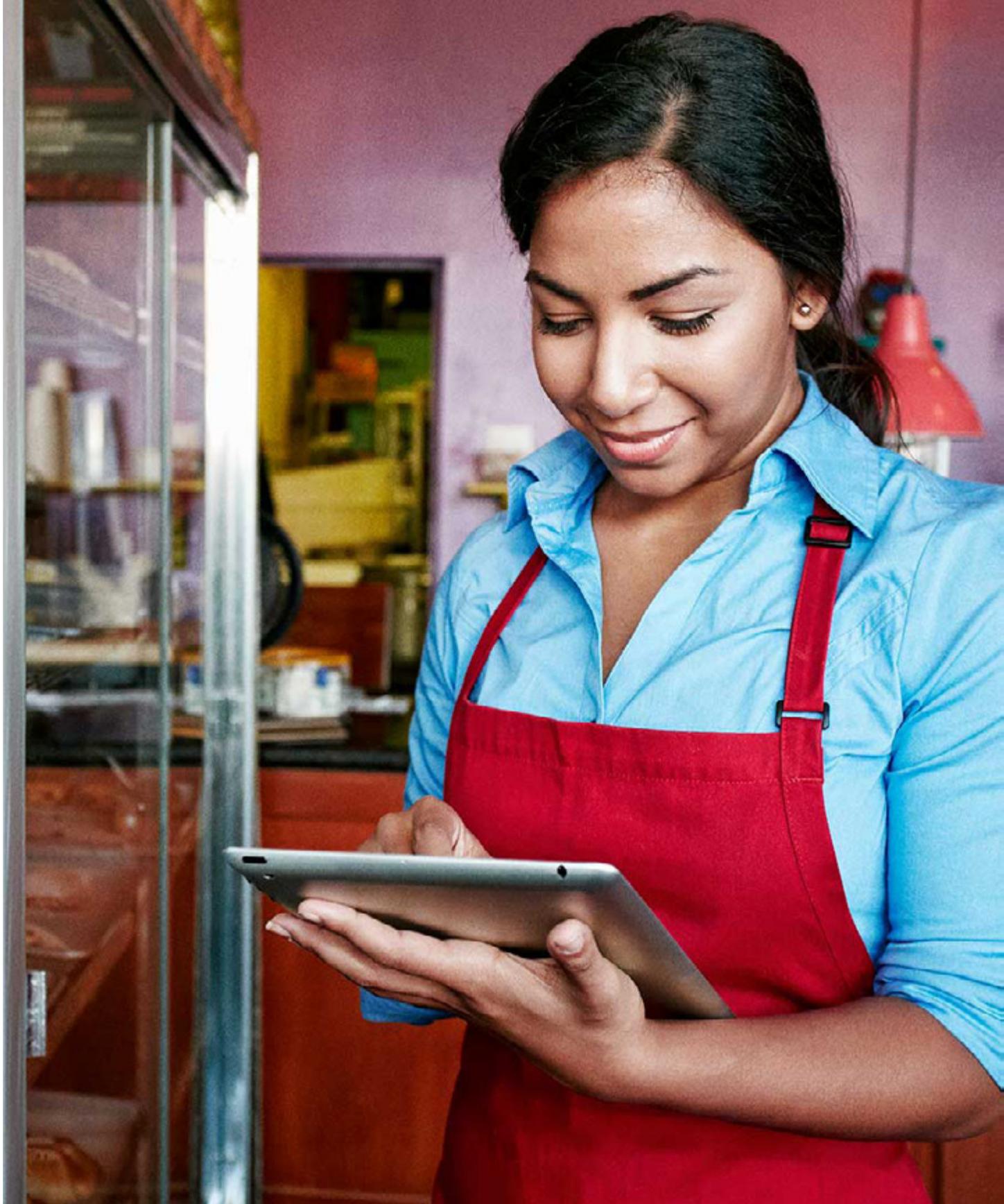
**Become digital to meet customer expectations**

### > Top business priority by importance

**Improve the customer experience**

### > Top IT priority by importance

**Improve the customer experience**



> **Post-pandemic declaration trends show a rise in optimizing operations**

For interviews conducted after the pandemic declaration by the World Health Organization (WHO) on March 11, 2020, becoming digital organizations as a trend lessens in impact (-17%) while optimizing operations rises (+8%), compared to earlier interviews.

> **Results from digital strategies are still low**

**15** % of executives say their organizations are producing results from digital strategies, up from 14% in 2019; 94% say they have a strategy in place, up from 91%.

> **Few executives cite having highly agile business models for digitization**

**17** % indicate their business model is highly agile (score of 8 or higher\*) when it comes to addressing digitization, up 3 points from 2019.

> **Digital employee tools is the top innovation investment priority within 3 years**

**73** % of executives plan to invest in digital employee tools within the next 3 years. Omni-channel customer experience management falls 12% in mentions for investment in the next 3 years, to 68% from 80% in 2019.

> **Few executives indicate high satisfaction with innovation investment ROI**

**24** % of business executives rate their satisfaction with innovation investment ROI at 8 or higher\*.

> **Customer experience is the top IT spending driver**

**85** % say the main spending trend for IT budgets is customer experience, followed by driving IT modernization (82%).

> **IT maintenance budgets continue to rise, slowing transformation**

**71** % of executives say they have been unable to reduce operations and maintenance budgets, up from 62% in 2019. (Some budget data was collected prior to the pandemic declaration, so may be subject to change.)

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Learn more at [cgi.com/client-global-insights](https://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).

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## About the insights

In 2020, we met with 1,447 business and IT executives. This summary shares sample insights from 159 executives across the retail (40%), consumer services (41%), consumer packaged goods (6%) and wholesale (13%) sectors.

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

### Interview demographics

Pre-March 11**	Post
51%	49%
Business leaders	IT leaders
37%	63%
Europe	North America
74%	26%
C-level	Ops-level
72%	28%

\*Scale of 1 to 10 with 10 highest

\*\*Pandemic declaration by WHO