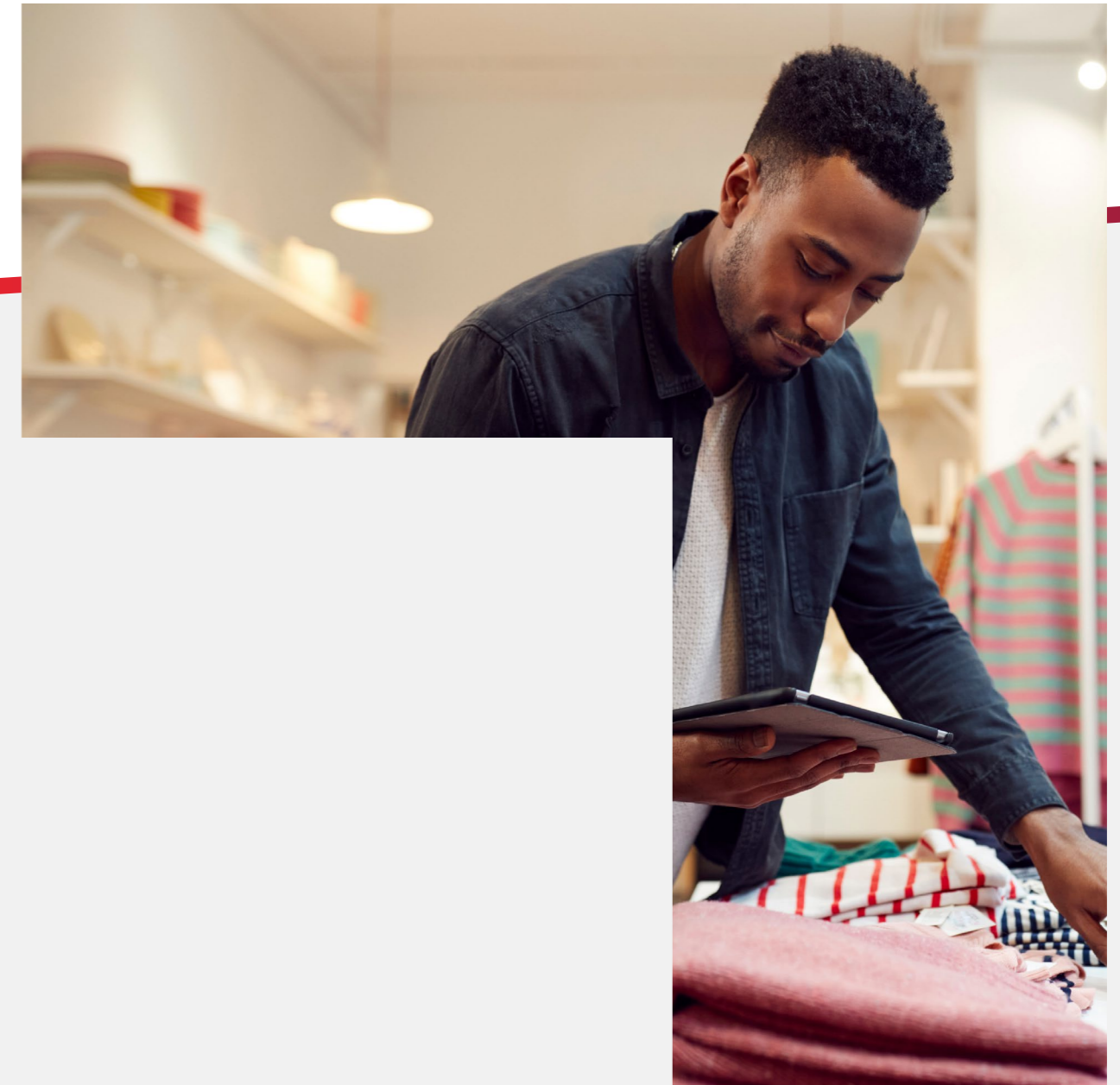


2023 Voice of Our Clients

Findings from interviews with executives in

Retail, Consumer Goods & Wholesale



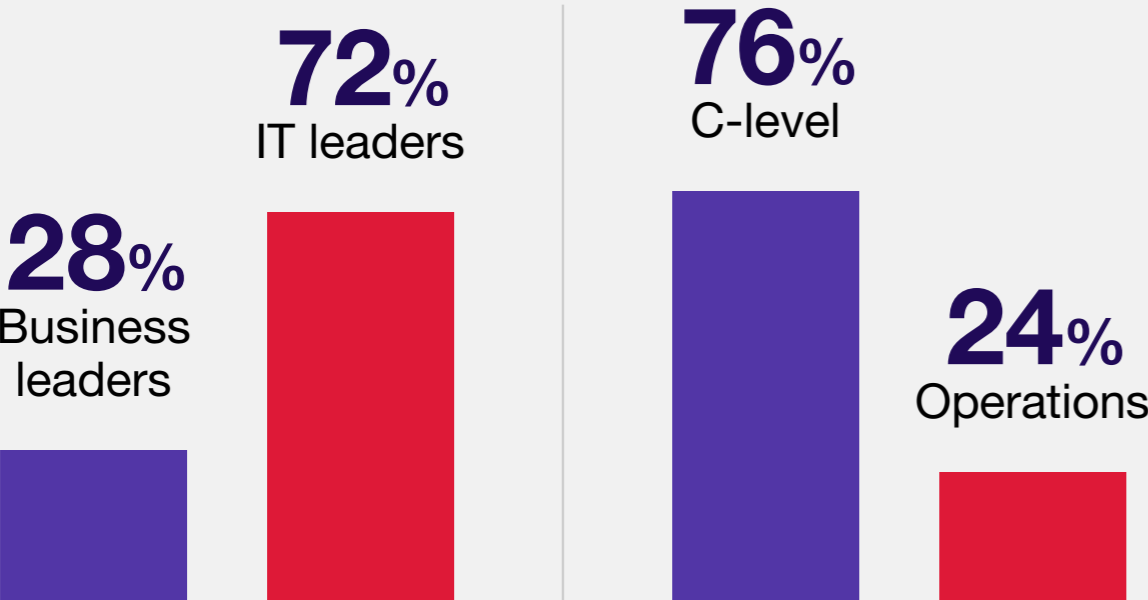
Top trends & priorities

	Macro trends	Industry trends	Business priorities	IT priorities
1	Fight against climate change	Becoming digital to meet customer expectations	Improve the customer experience	Improve the customer experience
2	Technology and digital acceleration	Cyber threats	Invest in (new) products or services	Drive IT modernization
3	Reconfiguration of supply chains	Product innovation to meet evolving customer needs	Improve supply chain agility	Cybersecurity



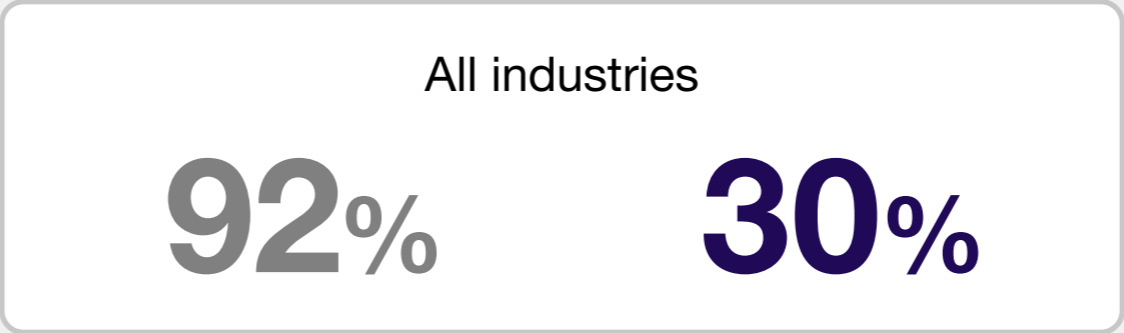
Executives we interviewed

Annually, CGI leaders meet with executives across industries and geographies to gather their perspectives on the trends affecting their enterprises:



Digital strategy progress

Significantly more retail, consumer goods and wholesale executives (34%) say their organization is producing expected results from their digital strategy compared to last year (24%). This is also higher than the all-industry average (30%).



Key findings in Retail, Consumer Goods & Wholesale



Fighting climate change is critical

66% of executives

cite the high impact of this macro trend



Inflation is transforming buying patterns

Inflation and new consumer buying patterns are the

top 2

emerging macro trends



Customer expectations drive transformation

Becoming digital to meet customer expectations is the

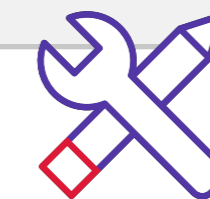
#1 industry trend



Innovation is key to meeting customer demand

Investing in new products or services is the

#2 business priority



Better customer experience relies on better IT






Business executives identify IT modernization as the

#1 IT priority

Digital leaders in Retail, Consumer Goods & Wholesale

When comparing insights from the 34% producing results from digital strategies (**digital leaders**) to those building or launching digital strategies (**digital aspirants**), common attributes emerge.

Digital leaders in retail, consumer goods and wholesale look to use actionable data and automation to address customer expectations and supply chain challenges, optimize processes and make insights-led decisions for a sustainable future.

		Digital leaders	Digital aspirants
	Are implementing or fully operational with the IT priority of improving the customer experience	76%	26%
	Are implementing or fully operational with the IT priority of cybersecurity	76%	56%
	Are implementing or fully operational with the IT priority of enhancing supply chain agility	58%	20%
	Plan to use fully managed services more for applications in the next 3 years	33%	20%
	Are in the “done” or “in progress” stages for artificial intelligence implementation	29%	0%

5 recommendations for delivering on your brand promise

- 1 Enhance omnichannel customer experience**
through IT modernization, unified commerce solutions and data analytics.
- 2 Increase supply chain agility**
with AI-based tools for forecasting and replenishment.
- 3 Improve data quality**
across the end-to-end value chain with real-time stock accuracy.
- 4 Optimize in-store and fulfillment center processes**
using automation and select managed services.
- 5 Accelerate digital transformation**
with excellent change management strategies and clearly defined leaders' roles.



At CGI, we help retail, consumer goods and wholesale organizations deliver on their brand promise through unique data-driven omnichannel customer experiences.

[Learn more →](#)

Meet with our experts about these insights.

[Schedule a discussion →](#)