## Top trends & priorities

<table>
<thead>
<tr>
<th>Macro trends</th>
<th>Industry trends</th>
<th>Business priorities</th>
<th>IT priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology and digital acceleration</td>
<td>Becoming digital to meet customer expectations</td>
<td>Improve the customer experience</td>
<td>Improve the customer experience</td>
</tr>
<tr>
<td>Social demographic change</td>
<td>Automation</td>
<td>Attract and retain talent</td>
<td>Drive IT modernization</td>
</tr>
<tr>
<td>Fight against climate change</td>
<td>Protecting through cybersecurity</td>
<td>Drive revenue growth</td>
<td>Cybersecurity</td>
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Executives we interviewed

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

- **1,764** executives across 21 industries
- **35** in Consumer Services

Digital strategy progress

22% of consumer services executives say their organization is producing expected results from their digital strategy compared to 25% last year.

- **96%** Digital strategy in place
- **22%** Producing expected results

- **96%** Consumer Services
- **22%** Producing expected results

- **92%** All industries
- **30%** Producing expected results
Key findings in Consumer Services

- **Technology is driving transformation**
  82% of executives cite the high impact of technology and digital acceleration

- **Business models need to be more agile**
  Only 25% of executives say they have highly agile business models to address digitization

- **Changing social demographics transforms consumer demand**
  67% of executives cite the high impact of social demographic change

- **Inflation drives optimization strategies**
  Executives identify optimizing prices and reducing costs as the top 2 measures to address macroeconomic impacts

- **Better CX and data-driven operations rely on better IT**
  IT modernization is the #2 IT priority, yet, only 4% are fully operational with it
Digital adopters in Consumer Services

When comparing insights from the 59% who are operational or producing results from digital strategies (digital adopters) to those building or launching digital strategies (digital aspirants), common attributes emerge.

**Digital adopters** in consumer services recognize the high impact of digitization on their business models and rely on close alignment between business and IT operations. They are also further ahead with IT modernization and cybersecurity and have more mature organizational strategies to leverage data and digitalization.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Digital adopters (%)</th>
<th>Digital aspirants (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel digitization has a high impact on their business models</td>
<td>88%</td>
<td>64%</td>
</tr>
<tr>
<td>Are implementing or fully operational with the IT priority of cybersecurity</td>
<td>72%</td>
<td>46%</td>
</tr>
<tr>
<td>Have highly aligned business and IT operations to support strategy execution</td>
<td>71%</td>
<td>45%</td>
</tr>
<tr>
<td>Are implementing or fully operational with the IT priority of IT modernization</td>
<td>60%</td>
<td>46%</td>
</tr>
<tr>
<td>Have a mature organizational strategy to leverage data and digitalization</td>
<td>33%</td>
<td>0%</td>
</tr>
</tbody>
</table>
1. **Integrate digital into everything**  
   by evolving from aligning business and digital strategies to fully integrating digital into business processes.

2. **Embrace innovation—especially intelligent automation—as a journey**  
   exploring various enablers to take your business into the future and lower costs.

3. **Own and organize your data**  
   to drive efficiency and growth by ensuring customer and supply chain data quality, security and availability.

4. **Invest strategically in IT modernization and managed services**  
   to lower costs, enable agility and invest in new digitally enabled products.

5. **Promote change as a natural part of business evolution**  
   by encouraging a mindset of continuous improvement, learning and forward-thinking.

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At CGI, we help consumer services organizations deliver on their brand promise through the best data-driven omnichannel customer experiences.

Learn more  
Schedule a discussion