

CGI Global Retail and Consumer Services Center of Excellence



Experience the commitment®

A unique experience that enables retail and consumer services organizations to look into the future and gain an insight into the differentiated experience that they can provide their customers.

Consumers are becoming increasingly demanding with respect to their experience: they want more things instantly and more personalized contact. When choosing a brand, consumers are also starting to consider the experience on offer as a key differentiating factor. Technological advances in omni-channel retailing, mobility, customer experience management, foresight behavior analysis and big data allow retail and consumer services organizations to offer a variety of personalized experiences that enable them to interact with customers individually to drive loyalty, differentiation and growth.

A UNIQUE EXPERIENCE

The global CGI Retail and Consumer Services Center of Excellence (CoE) brings these technologies together to offer organizations a unique experience. Using devices that incorporate the latest technologies, the center reinvents every stage of the customer experience journey in order to enable retail and consumer services organizations to look into the future and understand the differentiated experience that they can provide their customers. Everything from entering the store, shopping in the aisles, and the “checking out” experience has been transformed using big data, service-oriented architecture (SOA), near field communication (NFC) and geo-location. Customized promotional offers, personalized customer relationships, the ability to respond to customer requests quickly and smart inventory management are benefits that are now within the reach of retailers, and showcased in our center.

AN OPPORTUNITY TO EMBARK ON A TRANSFORMATION JOURNEY

The CGI Retail and Consumer Services Center of Excellence combines a customer-centric showcase with simplified access to a wealth of expertise concentrated in one place—from “phygital”/omni-channel enablement to supply chain acceleration, big data and cybersecurity.

Located at the center of the European retail ecosystem, the CoE provides us with the opportunity to share insights on innovation, lessons learned and capability development with a number of our key retail and consumer services clients in Europe, many of whom are located close to the CoE. The city of Lille and the surrounding region in northern France have a strong retail presence. CGI has been present in Lille for more than two decades and is working to further strengthen the region’s global reputation for retail excellence through its new center of excellence.



“PHYGITAL” STRATEGIES AND OMNI-CHANNEL SOLUTIONS WE SHOWCASE INCLUDE:

- Real-time customer insight and feedback
- Click and collect
- Personalized promotions and pricing
- E-commerce, mobility
- Customer service/shop assistant notification
- Digital tickets and labels
- Queue/line busting
- Innovations such as beacons and facial recognition
- Secure mobile payment

WHAT SOME OF OUR CLIENTS SAY ABOUT THE COE

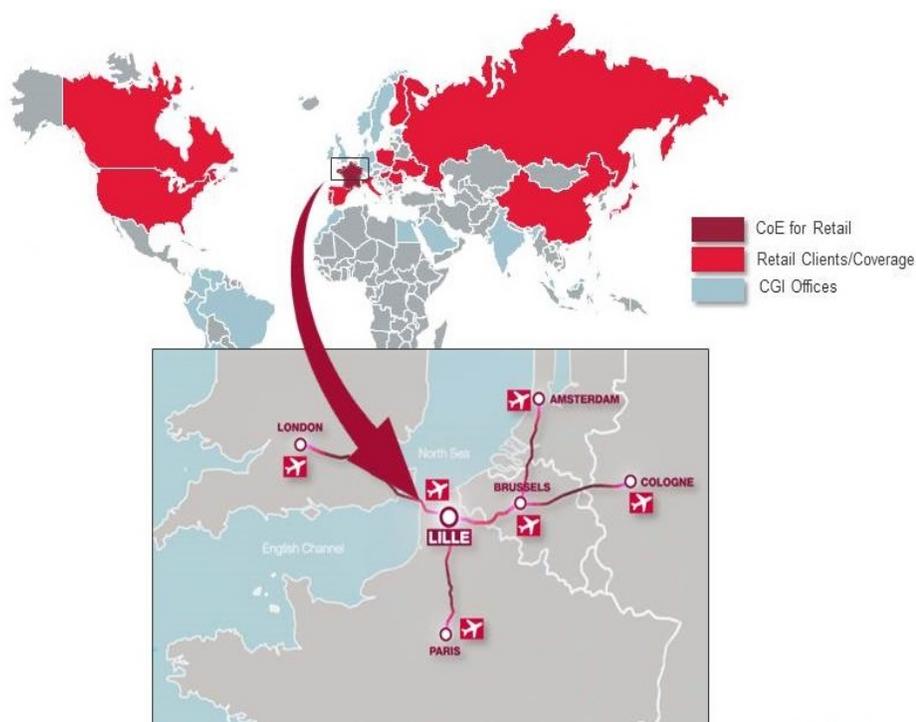
“In the retail industry, we hear much about technology, at times just for technology’s sake. But what is showcased here, is close—at least as close as possible—to the real in-store customer experience, and this allows us to visualize how clients can use these solutions and how it improves their experience.”

“How to succeed in bringing Internet customers to our stores is a major issue for all retailers, and this has been particularly well highlighted here.”

At the heart of the European retail ecosystem

The CGI Retail and Consumer Services CoE is located in Lille, France. Lille is a key location in Europe and offers several advantages:

- Its metropolitan area includes over 70 retail head offices—including some leading global retailers.
- The revenue generated within the region amounts to over €65 billion annually.
- Lille and its surrounding areas account for nearly 80 million consumers.
- The city is located within 200 kilometers of five European capital cities (London, Brussels, Amsterdam, Cologne and Luxembourg).



ABOUT CGI

Founded in 1976, CGI is one of the largest IT and business process services providers in the world, delivering high-quality business consulting, systems integration and managed services. With a deep commitment to providing innovative services and solutions, CGI has an industry-leading track record of delivering 95% of projects on time and within budget, aligning our teams with clients' business strategies to achieve top-to-bottom line results.

RE-INVENTING CUSTOMER EXPERIENCE IN THE DIGITAL AGE

Connect now with CGI experts to shape your future through CGI's Retail and Consumer Services Center of Excellence

For more information contact:

- jean-baptiste.branquart@cgi.com
- gianni.rino@cgi.com

For more information about CGI, visit www.cgi.com/en/retail-and-consumer-goods or email us at info@cgi.com.