

CGI's Retail and Consumer Services Center of Excellence



Experience the commitment®

CGI's Retail and Consumer Services Center of Excellence (CoE) offers a unique experience that enables retail and consumer services organizations to look into the future and gain insights into the differentiated and personalized experiences that they provide their customers. It serves as an innovation hub to share knowledge, deepen talent and accelerate value creation for our clients.

Consumers are becoming increasingly demanding with respect to their experience. They want more instantly, with experiences tailored to their individual tastes and preferences. When choosing a brand, consumers also are considering the overall experience on offer as a key differentiating factor.

Technological advances in omni-channel retailing, mobility, customer experience management, prospective behavior analysis and big data allow retail and consumer services (RCS) 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

Located in Lille, France, CGI's Retail and Consumer Services Center of Excellence (CoE) brings together these technologies to offer organizations a unique and immersive one-of-a-kind experience. Using devices that incorporate the latest technologies, the center reinvents every stage of the customer experience journey to enable RCS organizations to look into the future and understand the differentiated experience that they can provide their customers. From entering the store, shopping in aisles, and "checking out," all customer touchpoints have been transformed using big data and analytics, service oriented architecture (SOA), near field communication (NFC) and geo-location services. 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 at our center.

AN OPPORTUNITY TO EMBARK ON A TRANSFORMATION JOURNEY

Our world-class CoE combines a customer-centric showcase with simplified access to a wealth of innovation and expertise available in one place—from omni-channel enablement to supply chain acceleration, big data and cybersecurity.



OMNI-CHANNEL STRATEGIES AND SOLUTIONS INCLUDED IN THE COE

- 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

Located at the center of the European retail ecosystem, the CoE provides the opportunity to share insights on innovation, lessons learned and capability development with a number of our key RCS clients, many of whom are located close to the center. 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 our CoE.

AT THE HEART OF THE EUROPEAN RETAIL ECOSYSTEM

The city of Lille and the surrounding region in northern France have a strong retail presence. Being located in such a key European location offers several advantages:

- Lille's metropolitan area includes over 70 retail head offices, including some of the world's leading retailers.
- 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).

REINVENTING THE CUSTOMER EXPERIENCE IN THE DIGITAL AGE

Connect with CGI experts to experience the future of retail through CGI's Retail and Consumer Services CoE. For more information, contact:

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ABOUT CGI

Founded in 1976, CGI is one of the largest IT and business consulting services firms in the world. Operating in hundreds of locations across the globe, CGI professionals help clients to achieve their goals, including becoming customer-centric digital organizations. We deliver an end-to-end portfolio of capabilities, from high-end IT and business consulting to systems integration, outsourcing services and intellectual property solutions that help accelerate clients' results.

For more information about CGI in the retail and consumer services industry, visit www.cgi.com/retail or email us at info@cgi.com.

CGI'S GLOBAL FOOTPRINT IN THE RETAIL AND CONSUMER SERVICES INDUSTRY

