

# CGI in Retail and Consumer Services



Experience the commitment®

CGI supports more than 700 clients globally within the retail, wholesale, consumer packaged goods and consumer services sectors. We deliver value throughout the value chain—from the supplier to the end customer. Our clients rely on us to design, execute and manage their businesses to help them become customer-centric digital organizations.

*Smart phones, tablets and e-commerce have revolutionized the way people shop. As shopping behavior continues to evolve and customer expectations continue to rise, retailers face increasing pressure to implement seamless omni-channel strategies to improve the overall customer experience, enhance personalization and provide real-time benefits and offers. This is key to improving loyalty, differentiation and growth.*

*CGI is at the forefront of driving change in the retail and consumer services industry and works with some of the world's largest brands, helping them to achieve effective digital transformation.*

## DELIVERING VALUE

**We help you create distinctive, personalized and seamless customer experiences.**

Our experts help you to streamline operations and deliver an enhanced customer experience. We work with our clients across their value chain to help them differentiate their offerings and build brand loyalty through value-added interactions across all channels. We help our clients enhance their supply chain, speed up time to market, drive innovation, leverage data to develop new products and services, connect mobile workforces, and capture and share in-store data with retailers.

**We help you leverage social media to strengthen loyalty and increase sales.**

With our support, you can reap the benefits of social media, and strengthen your vision and expertise around this fast evolving channel. We help you integrate social media into your client engagement strategy, enhance your understanding of your customers' buying patterns and expectations, and explore emerging ways of harnessing the power of social media.

**We help you protect your customer relationships, brand equity and financial results from cyber crime.**

At CGI, security is part of everything we do. We help you optimize risk reduction by assessing risks, and developing and implementing a systematic methodology that protects your business and enables you to operate with confidence.



## CGI EXPERTISE

High-end business and IT consulting and systems integration

We offer strong business and IT expertise across the retail value chain—touching all processes and domains between the supplier and the customer, and leverage our systems integration expertise to connect legacy and digital assets.

Transformational outsourcing  
We build lasting partnerships based on trust and transparency. Our service delivery approach is rooted in operational excellence and our management model puts accountability and leadership first. Our capabilities include the management and operations of company-wide infrastructure, application suites and business processes.

CGI-developed business solutions  
We develop repeatable software applications, platforms, and reusable frameworks and methods for customer experience, supply chain optimization, transport management and ERP.

Global Retail and Consumer Services Center of Excellence (CoE)  
Our world-class CoE is unique. It incorporates the latest retail technologies and solutions, enabling our clients to look into the future and identify the differentiated experiences they can provide to their customer

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**We help you increase market agility and improve operational efficiency.**

We help you transform your supply chain to increase flexibility, responsiveness and time to market. Our approach enables you to acquire end-to-end visibility across your supply chain and build information continuity through data integration across your value chain.

**DRIVING INNOVATION**

**Digital transformation and mobility**

At CGI, we work with some of the largest global retail and consumer services clients, delivering digital transformation services that enable full visibility across the entire value chain. We partner with six of the largest grocery chains in Europe, delivering omni-channel solutions and services that improve and enhance the customer experience. We provide integration services for the physical and digital worlds, creating a “phygital” customer experience by using a wide range of technologies, including mobility solutions, the Internet of Things, cloud, iBeacon, mobile point of sale/clienteling and wearables.

**IT and business process optimization**

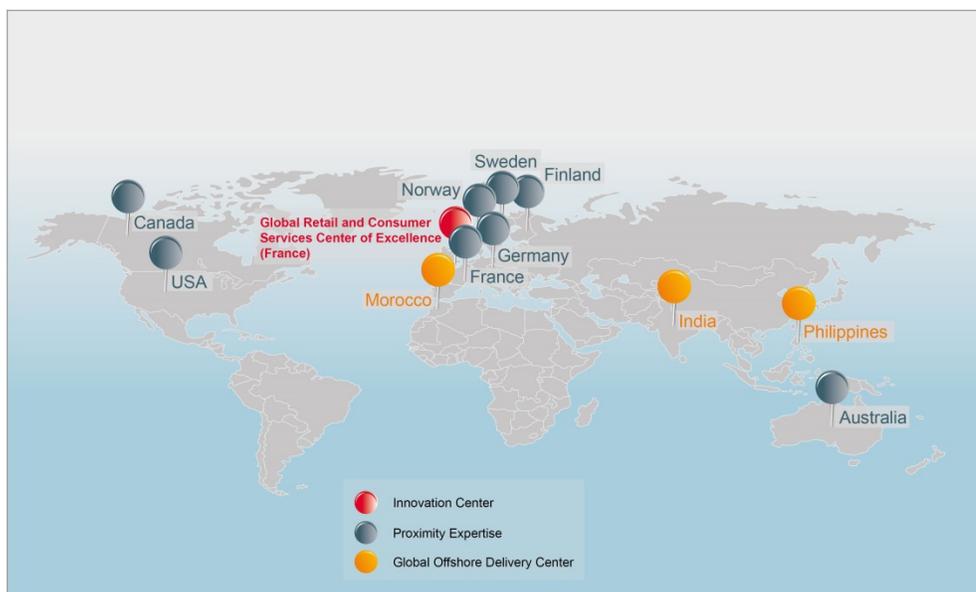
We provide a broad range of business and IT consulting services that optimize systems and processes across the value chain.

**Big data and predictive analytics**

We have collaborated with five of the world’s top 10 luxury goods brands, improving customer personalization through the better use of data and analytics. We deliver real-time insight into customer behavior through the latest technologies such as predictive analytics.

**ABOUT CGI**

Founded in 1976, CGI is one of the largest IT and business process services providers in the world. With 68,000 professionals operating in hundreds of locations around the globe, CGI helps clients become customer-centric digital organizations. We deliver high-quality business consulting, systems integration and transformational outsourcing services, complemented by more than 150 IP-based solutions, to support clients in transforming into digital enterprises end-to-end. CGI works with clients across the globe through a unique client proximity and best-fit global delivery model to accelerate their digital transformation and drive competitive advantage.



**CGI's retail and consumer services global footprint**

For more information visit [cgi.com/retail](http://cgi.com/retail) or email us at [info@cgi.com](mailto:info@cgi.com).