What digital leaders do to accelerate results

Insights from the 2023 Voice of Our Clients

The CGI Voice of Our Clients (VOC) presents the findings from our in-depth interviews with 1,764 executives across the industries and geographies we serve. These strategic conversations provide a unique view into how organizations view the impact of macro trends, industry trends and priorities, innovation investments and more.

While the vast majority of executives we interviewed have digital strategies in place (92%), only 30% say they are producing expected results. This compares to 25% producing such results in 2022.

What actions can organizations take to accelerate returns on their digital investments?

In examining the insights from the 30% of executives whose organizations are producing expected results, we find that these digital leaders have a number of common attributes. We highlight some of these attributes on the next pages.

92% have a digital strategy in place

30% are producing expected results from those strategies

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Attributes of digital leaders

Digital leaders
those producing results from digital strategies

vs

Digital aspirants
those building or launching digital strategies

* score of 8+ out of 10

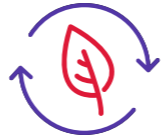|		Digital leaders	Digital aspirants
Strategic alignment	See culture change as a challenge to achieving priorities	**52**%	62%
	Highly align* business and IT operations to support strategy	**59**%	34%
	Highy integrate* business and IT operations to execute strategy	**54**%	29%
Digitization and agility	Cite high impact* of digitization on their business model	**77**%	61%
	Have highly agile* business models to address digitization, integrate new technology	**31**%	11%
	Extend their digital strategy to the external ecosystem	**42**%	27%
Modernization and cloud	See legacy systems as very challenging* to digital implementation	**35**%	45%
	Modernize > 20% of their applications portfolio	**48**%	36%
	Holistically manage multi-cloud solutions	**42**%	26%

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		Digital leaders	Digital aspirants
Cybersecurity and data privacy	Produce results from their cybersecurity strategy	**64**%	**30**%
	Produce results from their data privacy strategy	**63**%	**27**%
	Extend their cybersecurity strategy to the external ecosystem	**50**%	**35**%

Are in progress with or have implemented:

		Digital leaders	Digital aspirants
Automation and AI*	Robotic process automation (RPA)	**72**%	**45**%
	Algorithmic automation	**42**%	**19**%
	Artificial intelligence	**28**%	**9**%

		Digital leaders	Digital aspirants
Sustainability	Cite high impact* of the fight against climate change	**53**%	**44**%
	See sustainability as highly core* to creating future value	**59**%	**53**%

About us

We are insights-driven and outcomes-based to help you accelerate returns on your investments. We provide comprehensive, scalable and sustainable business and strategic IT consulting services that are informed globally and delivered locally.
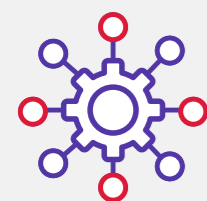
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