# RETAIL AND CONSUMER SERVICES

THIS IS AN EXTRACT OF
THE 2019-2020 INSIGHTS TO ACTION REPORT.

CGI

# Real-time. Personalized. Agile.

CGI's **6,000 retail and consumer services consultants support more than 800 clients globally**. We are a trusted adviser to some of the world's leading consumer packaged goods, wholesale and consumer services companies, and have **partnered with our top 10 clients for an average of 15 years**.

## Client insights. CGI action.

In 2019, we met face-to-face with 153 retail and consumer services executives to learn about their top trends, priorities and challenges.

| What we heard from clients | How we partner to help them succeed |
|---|---|
| **Industry trends:** Becoming digital organizations to meet customer expectations | Providing end-to-end services across the retail value chain to digitally enable a best-in-class customer experience |
| **Business priorities:** Improving the customer experience and optimizing today's operations | Streamlining operations, becoming agile and driving value from data to provide real-time and personalized customer experiences |
| **IT priorities:** Improving the customer experience, driving IT modernization and delivering the benefits of data insights | Leveraging data and advanced technologies to improve the experience on the front-end and optimize processes on the back-end |

## Delivering end-to-end services and innovative solutions to drive the future of retail

Retailers seek a comprehensive approach to digitally transform that includes integrating new technologies and modernizing and managing IT systems. For instance, by selecting CGI to perform its managed IT infrastructure services, the Finnish national betting agency, **Veikkaus**, will drive growth and meet the challenges of intensifying competition in digital gaming. With our managed IT and business process services, clients benefit from immediate cost savings, enabling them to reinvest in and drive forward their business transformation.

In addition to managed services, our solutions serve as digital accelerators, such as CGI Retail Xp360, to help clients enhance service and customer engagement by obtaining a single view of customers, prices and promotions.

" *Competition in digital gaming is getting more intense. We're developing Veikkaus as an operator that succeeds also in international competition. For that we need an ICT partner and architecture that support the rapid development cycle of digital multichannel games.* "

**Timo Paajanen**
Vice President, ICT Service Operations
and Infrastructure, **Veikkaus Oy**,
Vantaa, Finland

**Advancing the customer experience**
Our **800+ customer experience management experts** help clients deliver innovative, personalized and secure omni-channel experiences.

## Modernizing systems to reinvent the customer journey in the digital age

In the face of intensifying competition, retailers are looking to become more agile and responsive to customer needs, and provide the best possible customer experience across touchpoints.

Recently, we helped **Hospitality Digital**, a digital solutions incubator and business unit of **METRO AG**, revamp and scale its website building tool using a microservices architecture. We also built an online reservation tool for the platform, helping more than 150,000 users across 14 countries win more customers.

In addition, through CGI's in-depth performance testing and consulting expertise, we advanced and accelerated the rollout of chip payments to apparel and home fashions retailer **TJX Companies'** 3,000 stores in the U.S., which helps to deliver a fast, efficient and secure checkout and payment process.

" *CGI's scale and competencies help accelerate our pace in digitizing the hospitality business… . This enables us to foster digital relationships with our customers. Moreover, CGI provides consulting with respect to our strategies around cloud, data security, microservices-based architecture and integration, CRM and big data, thus enabling HD to harvest added value from our digital assets. CGI is a reliable partner blending with our start-up culture.* "

**Kay Schwabedal**
CEO, **Hospitality Digital**,
Düsseldorf, Germany

## Optimizing systems and automating processes to enhance the customer experience

Retailers view operational optimization across the value chain as critical to driving efficiency, increasing differentiation and improving the customer experience.

Our experts help clients build new operating models to implement technologies, including robotic process automation, to achieve greater accuracy, increased efficiency and higher satisfaction. For example, we partnered with cosmetic retailer **Rituals** to fully standardize store automation and applications for approximately 1,000 of its stores around the world. This project helps the company open stores faster, link applications with back-office systems and generate valuable insight on in-store performance and the buyer journey.