

2023 Voice of Our Clients

Findings from interviews with executives in

Business Services



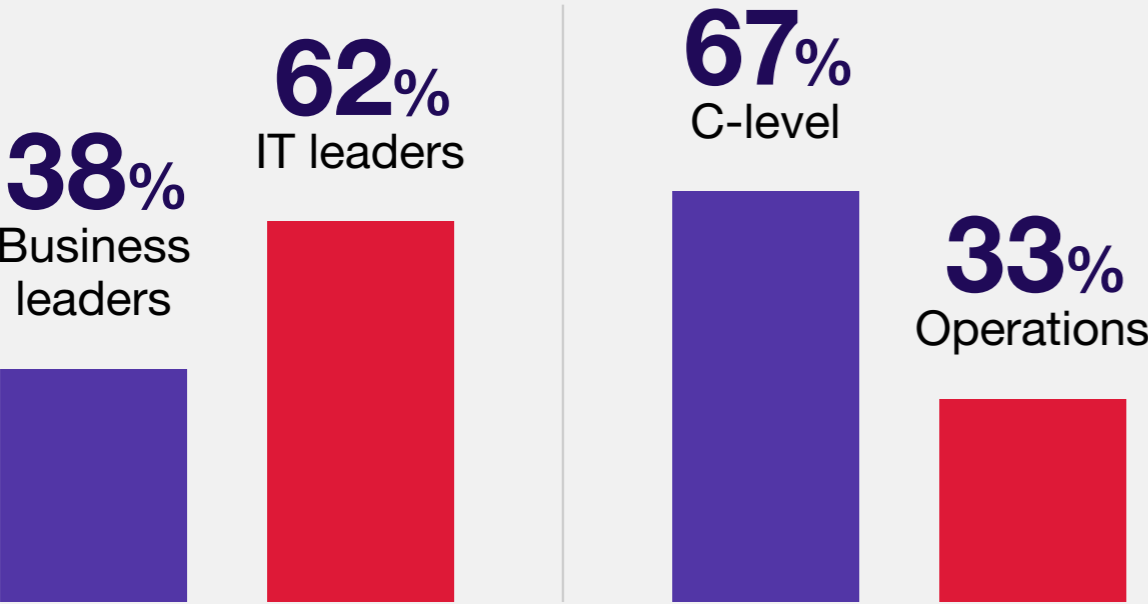
Top trends & priorities

	Macro trends	Industry trends	Business priorities	IT priorities
1	Technology and digital acceleration	Protecting through cybersecurity	Improve the customer experience	Drive IT modernization
2	Fight against climate change	Becoming digital to meet customer expectations	Drive profitability	Cybersecurity
3	Social demographic change	Automation	Drive revenue growth	Improve the customer experience



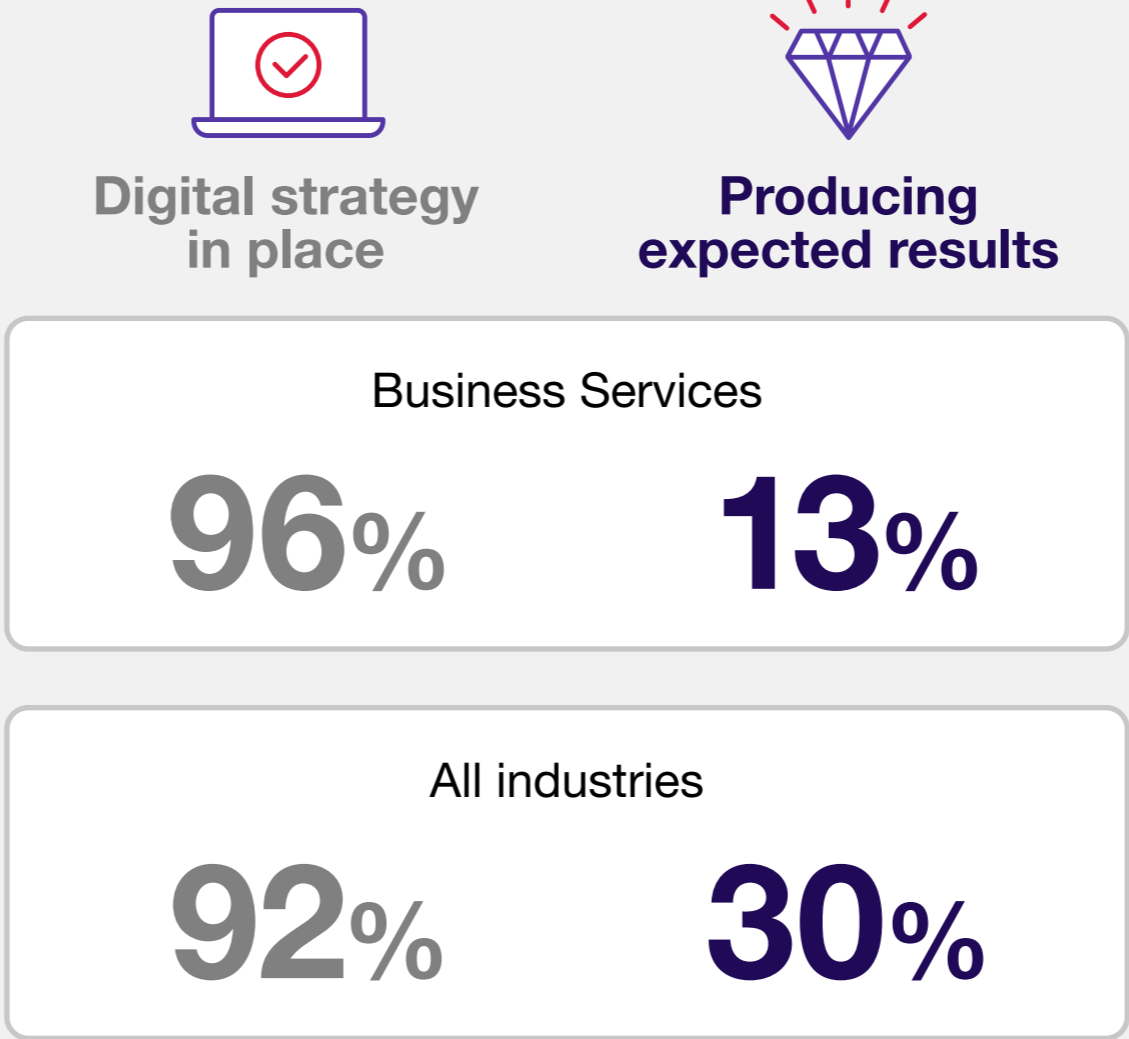
Executives we interviewed

Annually, CGI leaders meet with executives across industries and geographies to gather their perspectives on the trends affecting their enterprises:



Digital strategy progress

Only 13% of business services executives say their organization is producing expected results from their digital strategy, significantly lower compared to last year (29%).



Key findings in Business Services



Technology acceleration and climate change are shaping strategies

69% and 49%

of executives cite the high impact of these macro trends, respectively



Macroeconomic environment impacts costs and margins

Executives cite reducing costs and optimizing prices as the

top 2 ways to adapt and thrive



Cybersecurity and automation are top of mind

Securing the organization is the

#1 industry trend

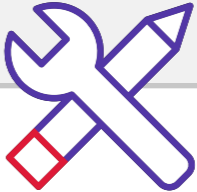
while automation enters the top 3



Customer experience is key to driving revenue growth

Customer experience is the

#1 business priority



Business agility requires modernizing IT

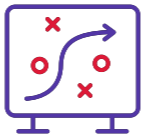




IT modernization is the #1 IT priority,

yet, only 8% are fully operational with it

Digital adopters in Business Services

When comparing insights from the 44% who are operational or producing results from digital strategies (**digital adopters**) to those building or launching digital strategies (**digital aspirants**), common attributes emerge.

Digital adopters in business services are accelerating digitization, IT modernization and automation, and closely aligning business and IT operations, all with a focus on improving the customer experience.

		Digital adopters	Digital aspirants
	Feel digitization has a high impact on their business models	71%	45%
	Are in the “done” or “in progress” stages for enhanced automation implementation	60%	14%
	Have highly aligned business and IT operations to support strategy execution	54%	35%
	Are implementing or fully operational with the IT priority of IT modernization	50%	36%
	Are implementing or fully operational with the IT priority of improving the customer experience	47%	26%

5 recommendations for delivering on your brand promise

1 Modernize IT platforms
to enhance cybersecurity, enable data management and replace legacy systems.

2 Automate and digitize processes
to increase efficiency and quality, and lower costs.

3 Implement a master data management strategy
to ensure data quality and governance to support insights-led decision-making.

4 Use managed IT services
to focus on core business processes and drive transformation and agility, while reducing IT operation costs.

5 Accelerate digital transformation
by prioritizing change management strategies.



At CGI, we help business services organizations deliver on their brand promise through the best data-driven customer experiences.

[Learn more →](#)

Meet with our experts about these insights.

[Schedule a discussion →](#)