



2020 CGI CLIENT
GLOBAL INSIGHTS

Communications Insights Summary

Each year, we meet with client executives to get their views on the trends affecting their organizations and industries. Through the CGI Client Global Insights, we analyze these findings to provide a valuable global antenna by industry—based on facts, not hype—to benchmark best practices. This summary shares sample insights from our communications client executives.

Becoming digital to meet customer expectations still dominates

Becoming digital to meet customer expectations is the top trend by impact once again in 2020. The most important business and IT priorities continue to focus on improving the customer experience.

> Top trend by impact

Become digital to meet customer expectations

> Top business priority by importance

Improve the customer experience

> Top IT priority by importance

Digitize/automate to improve the customer experience and reduce costs



> **Post-pandemic declaration trends show a rise in robotics and AI**

For interviews conducted after the pandemic declaration by the World Health Organization (WHO) on March 11, 2020, investment in new products and services as a trend lessens in impact (-33%) while robotics and artificial intelligence (AI) as a trend rises (+12%), compared to earlier interviews.

> **Business agility drives interest in IT application managed services**

71 % of executives say a focus on business agility is driving expected changes in IT application management with 48% expecting to use managed services substantially or fully within 3 years, compared to 54% now.

> **Investing in the network continues as second most impactful trend**

82 % of executives cite plans to increase investment in networks, as the race to fiber and 5G accelerates.

> **Fewer executives cite collaboration across the boundaries of the organization as a business priority**

40 % say collaboration across the boundaries of the organization including driving partnerships and digitization across the value chain is a business priority, down from 73% last year.

> **More digital strategies are becoming operational**

46 % of executives say their digital strategy is operational or producing results, up from 38% in 2019. This year, there is an increased focus on using advanced automation including enhanced process automation (54%) and algorithmic automation (29%).

> **More executives are making use of the cloud**

70 % of executives say they are using public cloud for their own organization, up from 55% in 2019, while 76% are using it to support their own customers, up from 64%.

> **Business models are becoming more agile**

24 % indicate their business model is highly agile (score of 8 or higher*) when it comes to addressing digitization, up from 11% in 2019.

> **Cybersecurity and mobile services are the top planned innovation investment areas**

80 % of executives cite cybersecurity, up from 67% in 2019, and 78% identify mobile services, up from 58% last year, as key innovation investment areas within 3 years.

Learn more at cgi.com/client-global-insights. For a complete set of industry insights and to consult with one of our experts, contact us at info@cgi.com.

About the insights

In 2020, we met with 1,447 business and IT executives. This summary shares sample insights from 84 communications executives across 12 countries.

Interviews were conducted before and after the pandemic declaration, providing unique insights into evolving priorities.

Interview demographics

Pre-March 11**	Post
57%	43%
Business leaders	IT leaders
51%	49%
Europe	North America
73%	27%
C-level	Ops-level
45%	55%

*Scale of 1 to 10 with 10 highest

**Pandemic declaration by WHO

© 2020 CGI Inc.