

DESIGN COE

# DISRUPT THE STATUS QUO WITH DESIGN COE FROM SOCIETE GENERALE

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Overcoming challenges with  
disruptive business design solutions



Global financial services and banking companies, consistently try monitoring and evaluating their current business and service models and drawing conclusions that point to the direction their business is going in the near term and long term. The conclusions they arrive at and the new roadmaps or plans can sometimes have multiple layers and factors that make understanding them a challenge. To some, this could seem impossible to avoid, and may even present roadblocks purely because some part of the roadmap has not been understood correctly.

Societe Generale leverages the power of Design Thinking to offer sophisticated, yet simple to understand design-based scenarios to help for organizations with their strategic thinking and planning, to build resilience against unplanned developments and changes in their business ecosystem. We engage with stakeholders in co-creation workshops—together arriving at the common point of feasibility, viability, and desirability enabled by Lean methodologies. We help develop critical roadmaps and action plans to align the client's business more accurately with their business goals even in disruptive market conditions.

**THE FUTURE  
IS YOU**  **SOCIETE  
GENERALE**

## MAIN OFFERING

- Creative, human-centric approach to innovation
- Focus on what really matters to customers
- State-of-the-art digital products and platforms
- Journey mapping of client experiences
- Digitize employee and customer experiences
- Design digital transformation

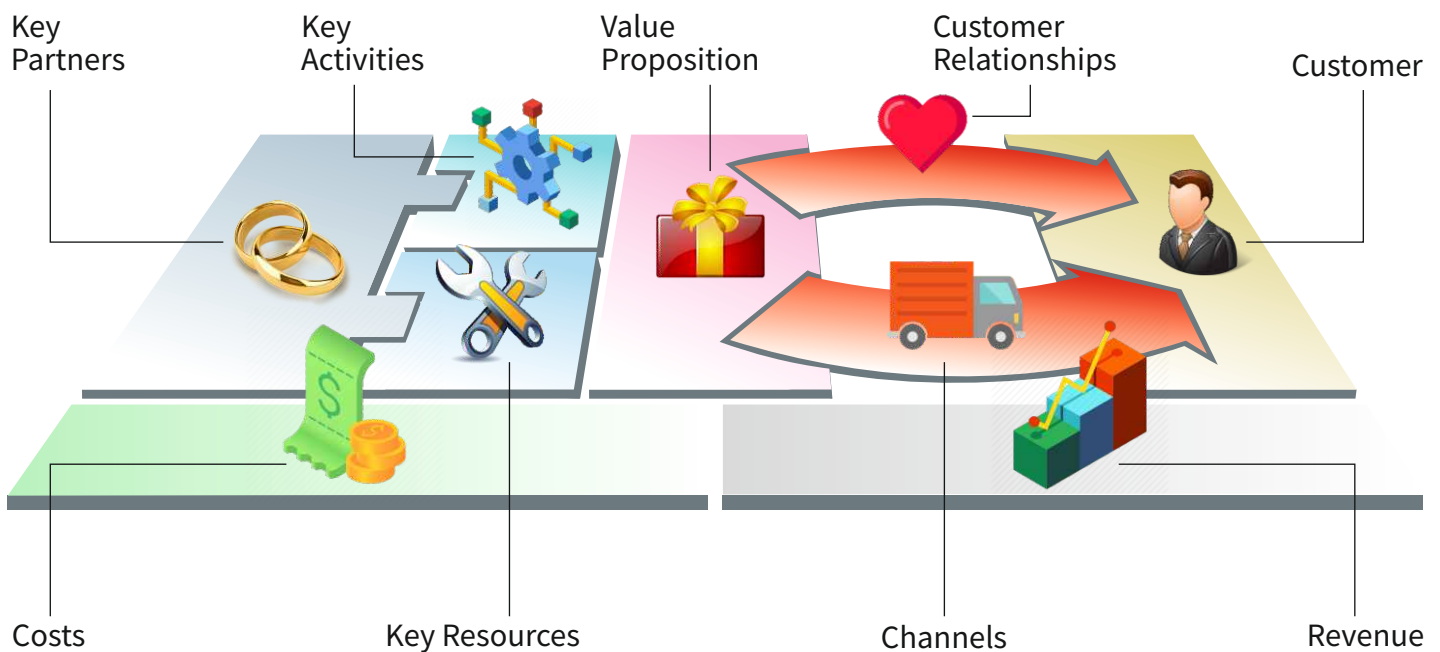


## BENEFITS FOR BUSINESS

- Enables end-to-end system-wide understanding of services
- Eliminates silos and enables collaborative and co-creative methods to engage users and service delivery teams
- Powers new growth engines and fosters innovation
- Enables the building and launch of more meaningful businesses



## BUSINESS MODEL DESIGN



## WHY DESIGN COE FROM SOCIETE GENERALE?

The Societe Generale Global Solution Center is a 100% owned subsidiary of European banking major Societe Generale, delivering innovative business process automation with an emphasis on improving process quality and customer service efficiency and effectiveness for financial services clients. With a proven record of innovation, Societe Generale solutions continue to add value to client processes. Leveraging the latest in Deep Learning, Design Thinking, AI, and Machine Learning methodologies enables Societe Generale innovation to transform how clients overcome business challenges through creatively designed, disruptive digital platforms and products.