

DCOE Website



**Design
Center of Excellence**

DISRUPTING AND TRANSFORMING
BUSINESS AT SCALE



WE ARE

merakii

TRANSFORMING BANKING WITH
DESIGN LED INNOVATION

Know More →



WE ARE
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TRANSFORMIN
DESIGN LED IN

Know More →

ABOUT US

SERVICES

Digital Experience Design

Service Transformation & Design

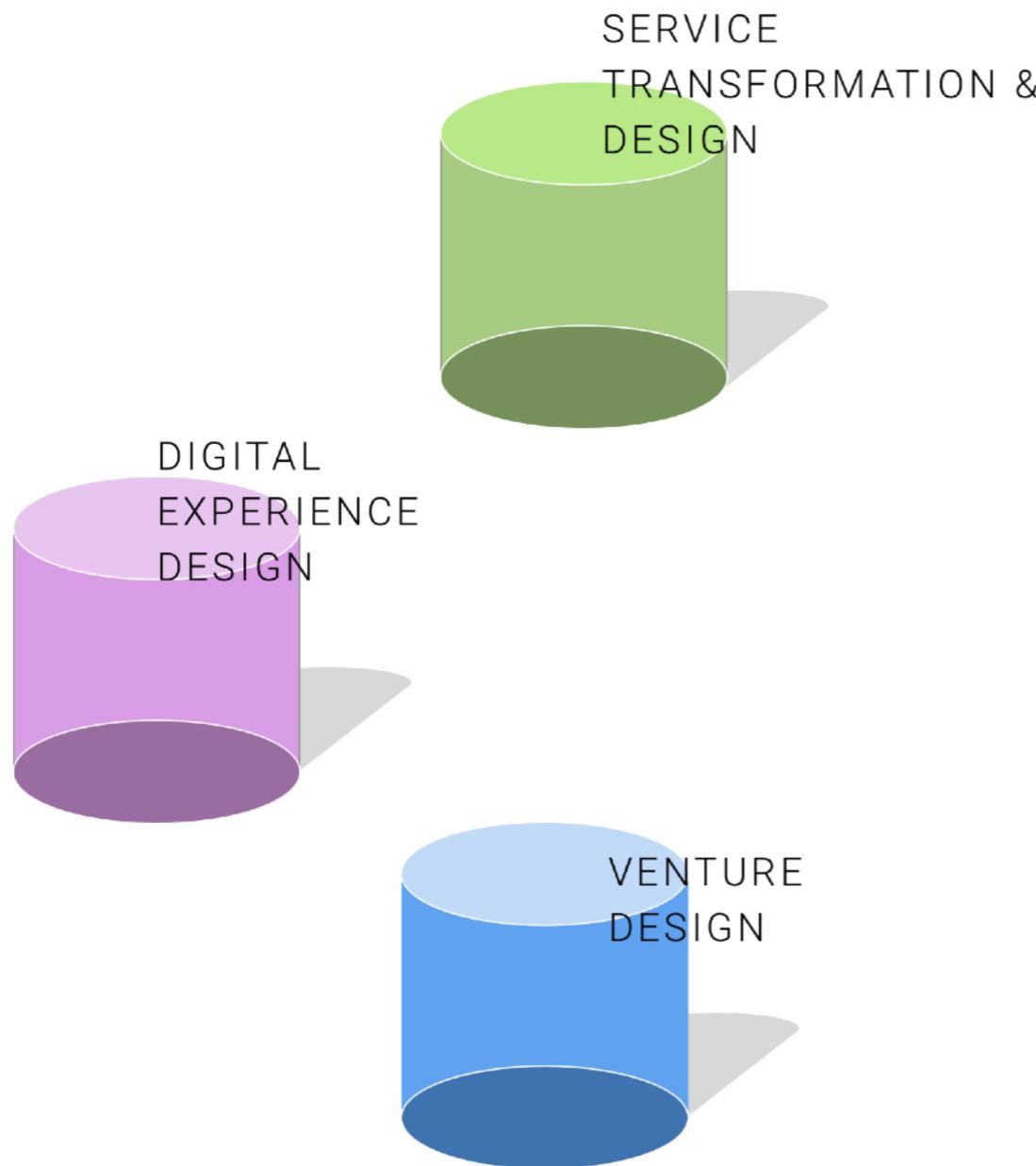
Venture Design

TEAM

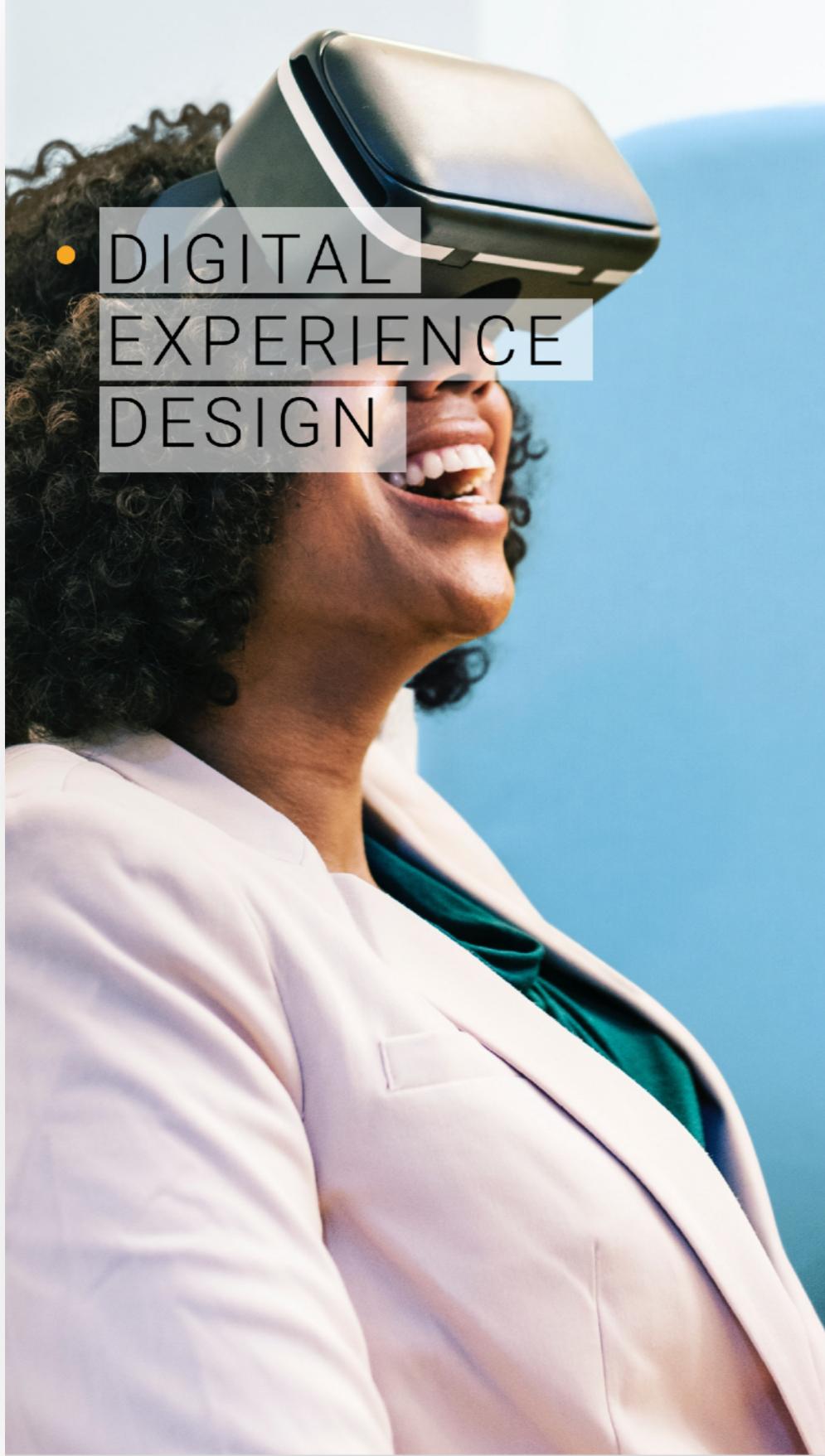
WORK

BLOG

CONTACT US



We follow a highly collaborative, human centered and iterative approach to problem seeking and problem-solving, relying highly on ***Empathy, Ideation and Experimentation*** to drive innovative solutions



DIGITAL EXPERIENCE DESIGN

Digital Experience Design engages with customers and stakeholders through design workshops to create an in-depth understanding of problems and customer segments.

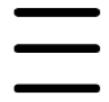
Using Design Thinking and leveraging Lean Methodologies, we craft customer experiences that help businesses leap forward.

VALUE OFFERINGS

/ Digital Products & Platforms 



• SERVICE & TRANSFORMATION DESIGN



Service Transformation & Design aims to transform business processes using Service Design to holistically visualize, reimagine and recreate end-to-end experience so as to create, deliver and capture value. We are deeply rooted in creative and critical thinking, holistic perspective, human centered design, contextual innovation and co-creation.

VALUE OFFERINGS

/ Digital Transformations ▾

/ Business Processes & Operation Design ▾

/ Customer Experience ▾

/ Employee Experience ▾



• VENTURE DESIGN

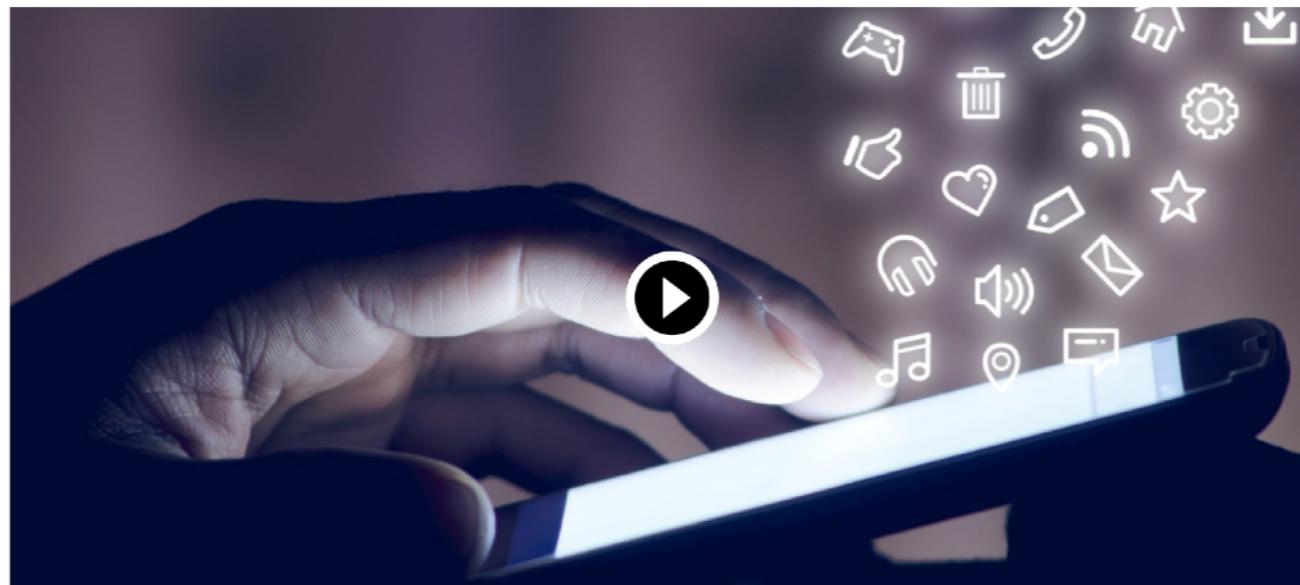
Venture Design partners with clients to develop clear, compelling vision, strategies and action plans for a desired future. We design innovative and effective business models for organisations, to enhance the value offerings, foster sustainability and resilience to the fast evolving digital markets and customer needs

VALUE OFFERINGS

- / Strategic Visioning & Foresight ▾
- / Business Model Innovation ▾
- / Startup Accelerator ▾



WORK



Transforming Digital Experience

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Case Study for BDDS

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Service Transformation for SG GSC

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Insta KYC: Case Study

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5 Transforming Retail Banking with Design Thinking



PODCAST Episode 5

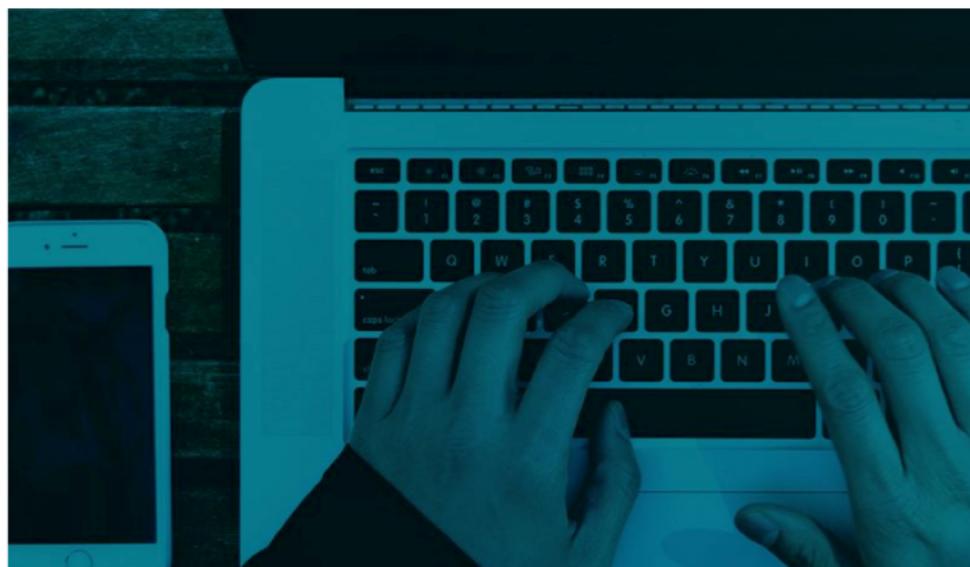
3 July 2018

Transforming Digital Experience

3 July 2018

Lavanya Devegowda

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Transforming Digital Experience

3 July 2018

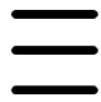
Saira Fabian

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Meet the team Merakii





Meet the team Merakii

PRAVEEN JUYAL

Head, Design COE





Hello!

We would love to talk to you
and understand how can
we help you transform your
business.

Reach us at

✉ dcoe@socgen.com

Thank You.