

## **A Unique Workshop for Positive Business Transformation**

A South East Asian Bank was eager to partner with Intellect for their Global Transaction Banking implementation. 17 senior bankers from the bank visited the Design Center in February 2017 to create roadmap ahead. Glimpses of usage of elements of the Design Center:

- Business Design Space, 9 Screen Wall helped to understand Omnichannel experience & customer journey document
- Interactive gamification in Technology Space garnered ideas for mitigation of 25 key risks & tapping 22 important opportunities
- Omega rooms & Writable walls helped identify milestones in areas of Business, Operations and Technology on parameters of Market Parity & Differentiation along with Enablers for each
- Design Thinking Tools illustrated RCA(Root Cause Analysis) of key grievances faced by bank & possible action plans to address them
- Elements of Design Toolkit bolstered Design Thinking in Action