



G-Cloud 15 Service Definition

**Accenture Design Services across Experience
& Culture**

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accenture

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1.0 Scope of our services

This document describes Accenture's Design Services across experience and culture and should be read in conjunction with the associated G-Cloud 13 Services documentation.

Accenture provides services relating to design throughout a project or programme's lifecycle with a view of how to get the best out of cloud. These services include:

- **Research synthesis and analysis:** lead on design-led research exploration and synthesis of the outputs from all research activities conducted, including consolidating learnings into key deliverables such as insights reports. We will hold in-depth internal and external data gathering activities such as workshops and citizen/ stakeholder interviews and run playback sessions to share any key insights and takeaways.
- **Design-led strategy and innovative best practice:** we combine our design and innovation capabilities with our strategy and consulting expertise to help our clients solve complex challenges and achieve impactful results that are both measurable and scalable. It is human-centred design along with strategy, data and technology that brings unparalleled value to citizens and organisations.
- **Experience strategy:** We imagine better futures for our clients that take advantage of human-centred insights, technology and compelling business opportunities. We design holistic and systemic experience architectures that resonate and grow with participants, supporting brand values across a wide variety of touchpoints. We validate our design decisions through a citizen, organisation, and technology lens to ensure that the solutions we advocate are feasible and sustainable.
- **Value-driver analysis:** exploration and documentation on the value drivers of the specified design service. This would involve analysing strategic documents and running workshops with stakeholders, to form a 'value driver tree' which will form the basis of measurement and prioritisation models.
- **Product and services design:** We envision, define and design extraordinary physical and digital products and services that unlock and extend value streams within a broader ecosystem. We accelerate our clients' ability to get best-in-class products and services in front of citizens. The products and services we create are crafted to embody the brand experiences they represent, are centred on citizen's needs, and are designed with love.
- **Key measurement, prioritisation and reporting frameworks incorporating inclusivity and diversity:** We will work together to define the measures of success. With a clear understanding of what defines success, we will develop measurement and reporting frameworks that include KPIs and recommendations for how to benchmark and quantify the benefits through key metrics.
- **Design-led colleague experience:** We help companies achieve the promise of their purpose to ensure that they are truly employee-centred. We rethink how an organisation drives sustainable market value by transforming the employee experience. By taking a holistic view of the employee journey, we design ways to achieve more value through capability reinvention, culture-driven engagement models, and impact and performance measurement strategies.
- **Culture by design:** We rewire an organisation's vision, strategy and operating model by harnessing actionable human insights, data and technology to build new capabilities and elevate both citizens and colleagues as critical stakeholders. Companies that embrace purpose and develop a human-centred culture are proven to be resilient in times of disruption. We help our clients design their organisation to achieve the next step in their evolution.
- **Design-led internal training programmes:** we will co-create training programmes that focus on the benefits of the design services and champions an inclusive culture where diversity thrives. We will bring practical advice on how to use and apply the training methodologies and tools to colleagues' day-to-day work and how to embed this consistently and sustainably to drive culture change.

- **Design services project/ programme discovery and mobilisation:** scoping and launching projects and programmes with clear outcomes and objectives.
- **Working within methodologies such as design thinking, agile, etc.:** Accenture draws on 30 years of experience in shaping and delivering transformation programmes. It places a data driven approach at its core and incorporates methods that support rapid, iterative and agile ways of working, based on a shared understanding and user-centric design principles, alongside more traditional delivery methods that align with industry standard accreditations and methodologies.

2.0 Assets and Tools

Accenture Song accelerates growth and value for our clients through sustained customer relevance. Our capabilities span ideation to execution: growth, product and experience design; technology and experience platforms; creative, media and marketing strategy; and campaign, content and channel orchestration. With strong client relationships and deep industry expertise, we help our clients operate at the speed of life through the unlimited potential of imagination, technology and intelligence.

We reimagine the entire business through the lens of the experience. Companies will achieve the highest levels of sustained growth when they deliver an experience with the entirety of their business (Figure 1).

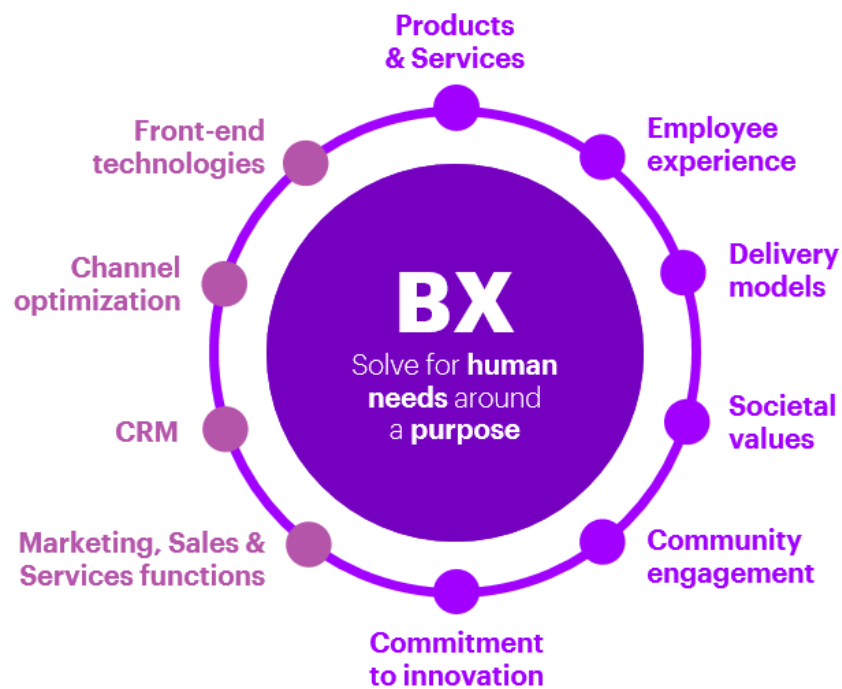


Figure 1: An Outstanding Experience

Experience is bigger than marketing and agency services. The Business of Experience needs an experienced partner. Our model brings together the full power of our capabilities as One Accenture, to help drive radical Experience transformation across every part of our clients' business (Figure 2).

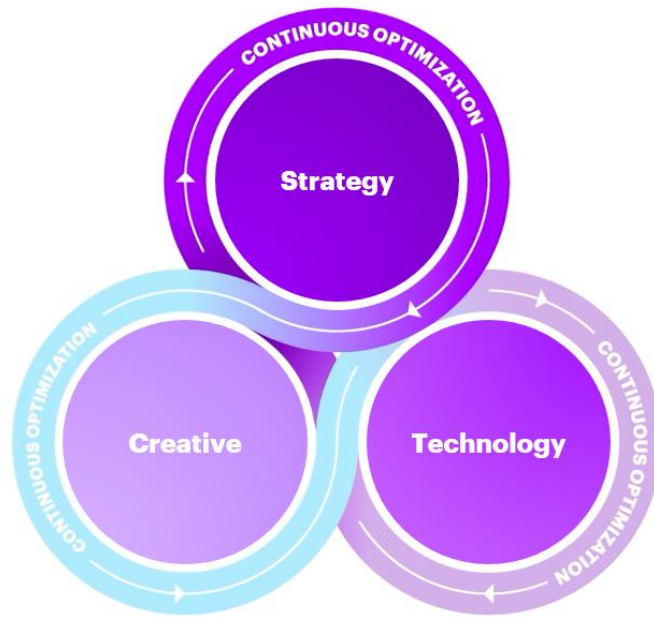


Figure 2: Connecting Strategy, Creative and Technology

Award-winning and industry-leading Designers

At Accenture we help our clients achieve growth and deliver purposeful experiences holistically, with the entirety of the organisation by putting people at the heart.

Bringing together thousands of designers, brilliant strategists and innovative brains from across the globe, we have one mission: to make people's lives better and drive sustainable growth for our clients. By combining our capabilities in one place, we're able to completely reimagine and optimize experiences across industries, value propositions, operating models, products and services. We encourage our clients to question the experience of their brand from the inside out. Whether it's considering where they can grow next, what operating models they should use or how their products and services feel to citizens and colleagues.

3.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

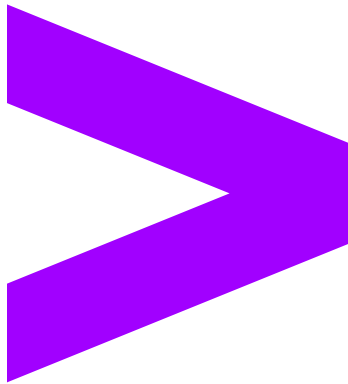
4.0 **Contacts**

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5.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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