

Hello, we are Somo

Somo is one of the fastest-growing digital product and experience companies in the UK, helping the world's biggest brands transform their customer experiences and become the leaders in digital change.

We design and build intuitive digital products and accelerate the journey of transformation using our unique Rapid Actionable Innovation engine, identifying and solving business challenges from a truly customer-first perspective.

We help brands across two areas:

Digital Transformation

accelerating the impact of digital products, processes and culture.

Digital Ventures

conceiving, accelerating and scaling new propositions.

Find out more at somoglobal.com



Digital Health Check

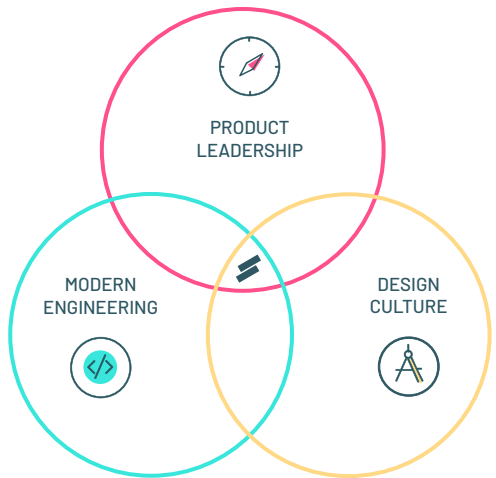
Key to the success of any digital transformation or venture is first understanding the level of digital maturity within your business today. From there you can put in place the guide rails and initiatives for future success.

We believe there are three core principles to creating great digital products and experiences.

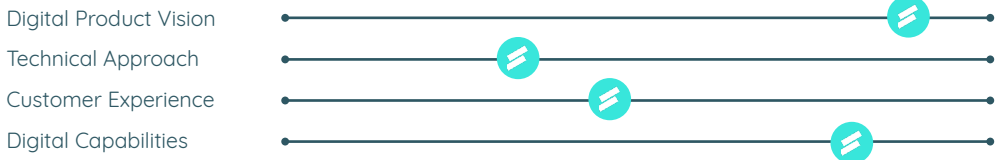
Focusing on value creation - on outcomes, not activity. This needs bold, evidence-based decision-making combined with the courage to hold the team onto your vision and overcome any organisational blockers.

Fast, efficient development of future-proof solutions crucially depends on independent selection of best fit tools and technologies, and applying agile as a real and sustained attitude, not just a set of rules.

Creating products people will love comes from putting the user's voice right at the heart of the design process. From meaningful validation early and often within an environment of creativity and experimentation.



Somo's **digital health check** is a short intensive assessment by our highly experienced team to help you explore opportunities and areas for future value creation. The focus is on evaluating your:



We love hearing from brands with digital challenges, so drop us a line and let's chat. Contact rebecca.crook@somoglobal.com.