

# Taurus strategic planning process re-brands Stellar to experts in 'Managed Customer Relationships'

Stellar is a leading global provider of call centre and Business Process Outsourcing (BPO) solutions. Operating 15 outsourcing centres across several countries, the company has experienced rapid organic growth in its 10 year history in Australia, achieving a milestone in 2008 of over one billion calls.

With 4500 employees and 100 million transactions processed every year, Stellar is a successful and well run company. The management team are united and open to change as the company grows. Stellar initially came to Taurus for PR expertise to build brand awareness and improve market share. However, after several in-depth conversations, Stellar embarked on a strategic journey with Taurus that provided a quantum shift in their go-to-market strategy and PR model.

After receiving a strong recommendation from Stellar's CIO, Taurus was appointed to achieve the strategic and communications clarity Stellar required.

*"Taurus nailed it quickly, genuinely understood our requirements, where we were and where we wanted to go. They had a good partnering approach and a clearly articulated 'strategic' process that really impressed us."*

Scott Deane, Stellar Group General Manager Sales

## Phase 1 – Industry marketing audit

Taurus conducted a marketing audit of the IT and telecommunications industry (particularly around call centres) and confirmed Stellar's assessment as to how competitive the market is and why it was important to have a single consumer proposition to set them apart. Taurus outlined a proven, strategic process to enable the two companies to work together collaboratively.

*"The Taurus strategic plan was a practical document that still gets used today. It set the framework for our way forward and now our own marketing team are running with it."*

Scott Deane, Stellar Group General Manager Sales

## Phase 2 – Customers, staff and media research

Initially, Taurus conducted research, interviewing staff, customers and the media to dive deeper into how these important stakeholders perceived Stellar. The aim was to draw a line in the sand, so we were able to deal with reality as a starting point for strategy, and not perception and guesswork.

The research results were one of the most important elements used in the resulting strategy plan. "The research was a real eye opener for us and gave us clarity on how our brand and services were perceived. We were no longer dealing with perception but reality." Scott Deane, Stellar Group General Manager Sales

*"The Taurus process was great and the early stages particularly insightful - Taurus met with senior Stellar stakeholders and ensured everyone understood what was behind the initiative. It was during this time the beginnings of the marketing 'quantum shift' began. The group-based sessions with the senior management team worked very well as everyone had input and buy-in."*

Scott Deane, Stellar Group General Manager Sales

### Phase 3 – Group management messaging and positioning strategy session

The Taurus messaging and positioning session challenged Stellar to clarify and re-define their core values. The result was a definitive and strategic move from a commodity call centre offering to a mature and sophisticated value add supplier. Taurus then developed Stellar's key messages and differentiators, market positioning, tangible benefits of the company and marketing communications plan. This plan was focussed on fine tuning the Stellar brand and positioning it for future growth.

### Phase 4 – Management marketing and branding session

After the Messaging and Positioning session, Taurus encouraged Stellar to build on its strong foundation as a call centre and business process outsourcing solution provider, by 're-packaging' the value add to their existing customers. Taurus identified these propositions, turned the customer sales and branding orientation 180 degrees, brainstormed a new name and defined a whole new methodology and product offering.

***Stellar became a Managed Customer Relationships (MCR) expert utilising their unique Customer Relationship Intelligence (CRI) methodology.***

These two strategic go-to-market models were transformed into individual platforms to demonstrate the added value Stellar provide their customer. MCR and CRI aid the sales process by clearly demonstrating Stellar's ability to obtain actionable, meaningful business insights from their customer relationships and feed this back to the customer as useful, quantitative data.

***"We went to Taurus for PR, but in doing so, ended up with so much more - a new strategic process for our product and service offering. Internally we were very happy with the approach and saw great possibilities with it."***

Scott Deane, Stellar Group General Manager Sales

### Phase 5 – PR plan and execution

The new tagline "Experts in Managed Customer Relationships (MCR)" was developed by Taurus and rolled out internally and externally. This was quickly endorsed by Stellar staff who could see the potential for a clear identity that differentiated them from the competition.

Since taking on Taurus, Stellar have had strong second half results and importantly the look and feel of the marketing collateral has been adopted globally, creating a consistent brand.

### Taurus delivers Stellar strategic tangible results

1. Clarity of the Stellar identity in the market place
2. Re-packaged the Stellar offering into a marketable suite of products and services
3. Set up of marketing material templates that were rolled out globally
4. PR Coverage

***"Taurus did everything we wanted. We were at a cross roads and were unsure where we stood but Taurus clearly articulated this. They gave us a reality check. Their work will stand the test of time."***

Scott Deane, Stellar Group General Manager Sales

### Stellar came to Taurus for PR, Taurus provided Stellar with:

- Audit of current situation
- Four phase Taurus methodology to determine 'go to market' strategy and unique proposition
- Research exercise with customers, prospects, employees and media
- Management and Board strategy sessions
- Business and Marketing Strategy plan
- eMarketing counsel
- Strategic networking events
- Website revised and updated
- Design of adverts
- PR coverage in business, vertical and broadcast media

## Smart Thinking... Exceptional Results

Taurus is one of Australia's most high profile and reputable, privately owned, Marketing, Public Relations (PR) and Creative consultancies whose clients range from small-to-medium businesses to major ASX-listed corporations. Taurus offers unparalleled levels of personalised service with a practical, 'no bull' approach to executing integrated marketing communications for business to business markets. We warmly invite you to experience the Taurus way of doing business!



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