



COMMUNICATION STRATEGY CASE STUDY: UFONE

‘Tum Hi Tou Ho’

PRESENTED BY:
GROUP #5

CONTEXT

Ufone's Contract Conundrum with Style Textile

STYLE TEXTILE:
MAJOR APPAREL EXPORTER

PROJECT SCOPE:
MICRO SITE INSTALLATION AT FACTORY LOCATIONS

PROMISED COMPLETION:
3 MONTHS
ACTUAL COMPLETION:
1 YEAR

DELAYED OPERATIONS:
UNSATISFIED CLIENT & DISTORTED REPUTATION

UFONE'S STRATEGY



**Immediate and Transparent
Communication**



**Strategic Partnership
with Huawei**



Strategic Negotiation



Project Management

CRITIQUE OF STRATEGIES

FUTURE-ORIENTED THINKING

Incentives to ensure future sales from customers and increase customer loyalty

CONTINGENCY PLANNING

Given the general market trends the company could have prevented the issue.

INTERNAL COMMUNICATION

Inter-departmental communication could have prevented this. No efforts to change current structure.

COMPANY IMAGE

There was a lot of emphasis on apologizing, which may have made the company look unorganized

VISION

Position Ufone as a trustworthy leader in telecommunications, delivering transparent communication, fulfilling promises, and enriching lives with innovative solutions.

AIMS

Improve customer satisfaction and loyalty by resolving project delays, rebuilding trust with Style Textile and stakeholders.

OBJECTIVE

- 1: Not lose style textile as a customer**
- 2: Not let competitors takeover**

STAKEHOLDERS

Style Textile (Customer)

Huawei (Supplier)

**Telenor and Jazz
(Competitor)**

**Ufone Management
(Employees)**

STRATEGIC OPTIONS



Expand
Suppliers



Risk assessments
and
contingency
planning



Realistic
timelines



Use an online
portal

OUTLINE OF APPROACH

CLIENT PRIORITY ASSESSMENT

Identify high-priority client
Internal prioritization

MEET WITH CLIENT

Transparently inform client
Acknowledge oversight.
Compensation and temporary arrangements.
Follow up Meetings

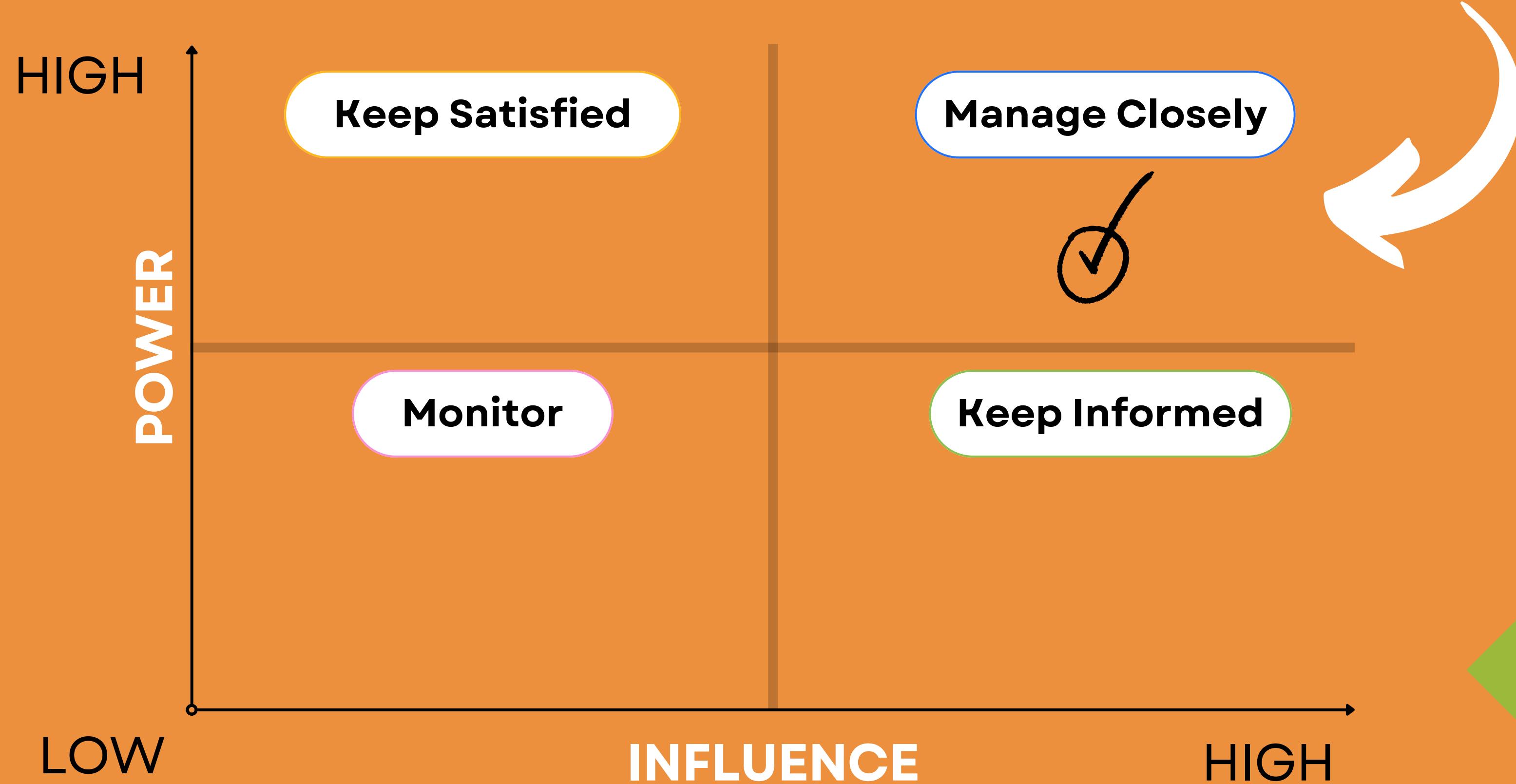
FINALIZE AND DELIVER

Propose solution
Monitor progress with Documentation

FOLLOW UP

Gather client feedback
Address concerns

STAKEHOLDER MAPPING



REVENUE POTENTIAL
STRATEGIC IMPORTANCE
TECHNICAL COMPLEXITIES

ONLINE PORTAL

STEP 2: SITE

STEP 1: LOGIN

Welcome

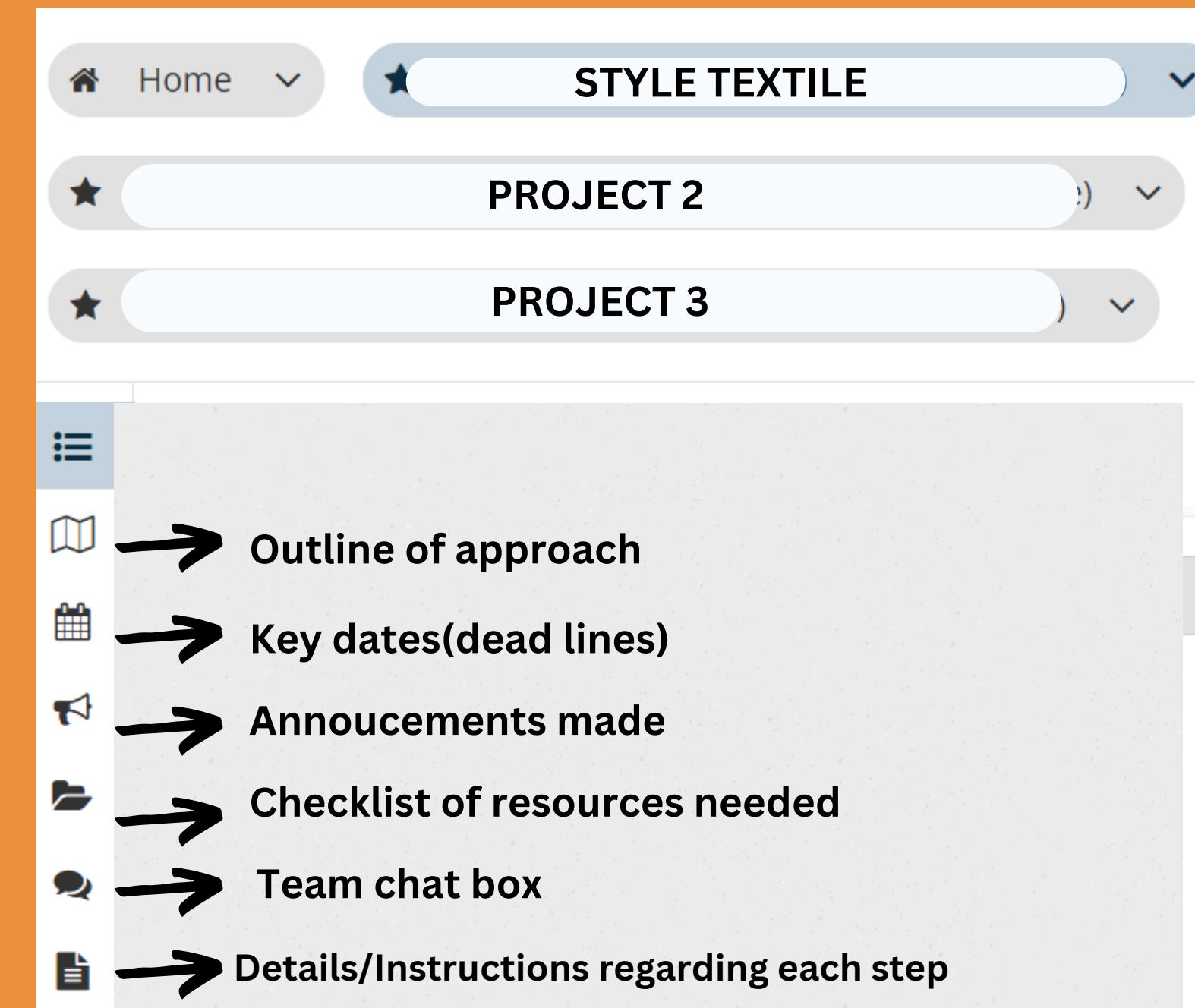


Username

Password

LOGIN

* Forgot [Username / Password?](#)
* Don't have an account? [Sign up](#)



Home ▾ ★ STYLE TEXTILE ▾

★ PROJECT 2 ▾

★ PROJECT 3 ▾

☰

- Outline of approach
- Key dates(dead lines)
- Annoucements made
- Checklist of resources needed
- Team chat box
- Details/Instructions regarding each step

RISKS AND ASSUMPTIONS

Resistance

There is a risk that style textile may react unpredictably to communication efforts

Resource constraints

Limited resources, such as time and budget constraints while working on the portal.

External Crisis

Unforeseen external events or crises, such as, political unrest, or economic downturns



1 PROACTIVE COMMUNICATION

2 TRANSPARENCY

3 CLIENT-CENTRIC FOCUS



CONCLUSION

THANK YOU!

