



A Strategy For Change

The Challenge

Stellar is an international business process outsourcer employing 6000 people in 20 locations across 5 countries. Each regional unit had operated autonomously under different brands. The new corporate strategy was to join under one brand and operate with much closer links across the globe. For the UK operation this meant a new name, new capabilities and a new sales proposition.

In addition they were preparing for a major technology change that was going to allow them to offer a wide range of new and exciting services to their clients.

The Senior Management in the UK needed to understand how to make the most of new opportunities without losing their own distinctive proposition.

The Eriskay Approach

Eriskay worked with the entire Senior Management Team to develop a new strategy. The first stage was to allow the members of the team to better understand their own capabilities and the capabilities of the other members of the team. The Myers-Briggs Type Indicator was used to facilitate this.

The full Making Strategy process was then conducted. Here a great deal of focus was put on the creation of joint understanding within the team to ensure that all departments understood the objectives of the business and their part in delivering the strategy.

Outcome

Since undergoing the process Stellar UK have successfully completed their re-branding and have won business in the new sectors identified as key to the strategy of the business. Additionally they have completed a highly successful technology roll out, allowing them to deliver even higher quality service to their customers by integrating the technology with the rest of the business.

“This process has given us an improved understanding of our business and allowed us to make better, more strategic, decisions.”

Mary Graham, CEO, Stellar UK

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