



JETON TOSKA — PR & Copywriting Strategist

Case Study: TELLUX — Crisis PR Reframing & Human Communication Redesign

Brand name has been replaced for confidentiality reasons (NDA).

Output: Communication strategy + 3 PR articles • **Date:** //2025

Context & Challenge

A telecommunications operator with a troubled reputation: cold public perception, recurring complaints regarding price transparency/billing, and a widespread feeling that the company "does not listen."

Objective: reshape the relationship with customers and rebuild trust.

Approach (Reframing)

From "how much it costs" → to "how much it's worth."

- Humanized tone of communication
- Clear transparency on pricing and processes
- Acknowledgment of past mistakes when necessary
- Open invitation to dialogue

Core message:

"Trust cannot be bought with price — it is earned through honesty."

What I Delivered

Three ready-to-publish PR articles (complementary tones):

1. **Corporate Transparency** — transparency as the "currency of trust."
2. **Human Reconnection** — active listening, equal treatment, acknowledgement of mistakes.
3. **Value Beyond Price** — stability, safety, and meaning beyond GB/technology.

Extracts (from the PR articles)

- **Corporate Transparency PR** — "Transparency as the new currency of trust."

Instead of promises, clear disclosure of terms/processes and fair justification of pricing.

CTA: "Transparency is our best offer."



- **Human Reconnection PR** — “When technology begins to listen, real communication starts.”

Listening becomes a work principle; direct replies and equal care for every customer.

CTA: “*Trust doesn’t require perfect signal — only honest communication.*”

Alt CTA: “*Technology can connect us; honesty brings us together.*”

- **Value-Centric PR** — “**You can connect on any network. With us, you can be understood.**”

From temporary price → to daily value: network stability and peace of mind.

CTA: “*You can communicate on any service. With us, you can be understood.*”

PR ARTICLE I — “Transparency as the New Currency of Trust.”

In a market where promises seem endless but honesty is rare, **TELLUX chooses to speak differently: openly.**

Transparency is not just a financial obligation or a legal formality — it is the most honest act of respect towards customers.

Every invoice, every fee, every disclosed detail is a sign of *mutual trust*.

This is why we are changing the way we communicate: from partial explanations → to full transparency of terms and processes.

In the past, misunderstandings and frustrations existed.

Some customers perceived pricing as unfair; others felt lack of clarity.

We have heard all of it. And today, every improvement in the system, every new control process, every change in communication is the result of that reflection.

TELLUX believes that honesty cannot be measured by price — because trust cannot be bought.

It is earned through everyday actions.

That is why every invoice issued today is clearer, every service fairer, and every communication more human.

In a market that measures value through discount rates,

TELLUX chooses to be measured by something more valuable: **trust.**

CTA: “*Transparency is our best offer.*”



- **PR ARTICLE II — “When Technology Begins to Listen, Real Communication Starts.”**

Trust is built slowly — and broken quickly.
We know this better than anyone.

For years, communication in the telecommunications industry has spoken loudly, yet listened very little. **TELLUX is changing that — by putting listening at the center.**

We believe communication is not just a *message* — it is a *relationship*.

And every relationship begins with honest listening.
That's why processes have been simplified, responses are more direct, and every customer is treated with equal care — regardless of their package or status.

Past mistakes are not hidden. They are acknowledged.
Because only when you acknowledge, you can change.
Only when you listen, you can understand.

TELLUX is building a communication culture that gives a voice to every customer, recognizes every concern, and converts every complaint into improvement.

Technology connects us —
but what truly brings us together is **honesty**.

In the end, it doesn't matter how strong the signal is —
but how true the message is.

CTA: “*Technology can connect us; honesty brings us together.*”

- **PR ARTICLE III — “You Can Connect on Any Network. With Us, You Can Be Understood.”**

Price has become the dominant topic of discussion.
So we shift the focus from “**how much it costs**” → to “**how much it is worth**.”

In a market where competitors compete on price, **TELLUX chooses to compete on value.**

Value is not an offer that expires — it is a daily standard.
What you pay once, you *feel* every day.

Every investment in the network, in security, and in quality reflects one philosophy: stability is not a luxury — it is responsibility.



Yes, cheaper operators exist.
But none that treat trust as a service.

The goal is not to be the cheapest —
but the **most reliable**.

Cost is temporary.
Value is what remains — in every uninterrupted connection,
every functioning service, every honest communication.

TELLUX does not sell GB — **it sells peace of mind**.
It does not offer signal — **it offers certainty**.

CTA: “*You can communicate on any service. With us, you can be understood.*”

Expected Outcome (public-facing, no internal KPIs disclosed)

- Increase in positive sentiment around the brand
- Reduction of repeated complaints on transparency
- Increase in organic engagement on public channels (better readability, constructive comments, more saves/shares)

Why It Works

- Shifts the conversation from **price** → **meaning & fairness**
- Moves the brand from “**company that speaks**” → to “**company that listens**”
- Provides a **tangible output** (3 PR articles) ready for publishing and multichannel use