



A new face for the Twin Group

28/02/07

In February, the Twin Group welcomed a new face to the team. Helen Seward has taken on the challenge of marketing, across the group. Although marketing has previously happened at the Twin Group, there has never been a dedicated specialist to oversee the function. Until now.

Helen will be looking after all aspects of marketing for Relocom Limited and Twin Systems plc primarily. Her focus will be upon our clients. A significant part of Helen's role will be the management of our new Customer Relationship Management (CRM) system. The CRM system will allow us to further analyse our clients needs and requirements. She will then be making sure that our products and services are communicated appropriately, enhancing our clients experience of the Twin Group.

Of her new role, Helen says, "I believe in honesty. That's what attracted me to the Twin Group. It's an honest, open and obliging group, that strives to meet every clients individual need. Just like me. That's what sets the group apart from our competitors and that's how I will be positioning the group to the market.

I have a lot of ideas for the Twin Group. We offer so much that our clients don't know about. The extended services we can provide will make their jobs much easier. So that's my aim; to make sure that our clients are kept well informed, to make sure that they receive the service that they deserve."

Helen comes to us with an extensive knowledge of marketing. In her previous role she took a lead role in progressing her marketing department. Such was her impact that the team quadrupled in size in three years. She has a lot of drive and passion for her work, which is what gives us faith in her abilities to move the Twin Group forward.

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