

Twoot Solutions

CORPORATE PROFILE 2012

Twoot Solutions
Quality. Impact. Creativity.

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WHY CHOOSE US?

“Toot created a site capturing exactly the image I want. Their work has brought more conversions and greater commercial success.”

BECAUSE WE GIVE YOU ADDED VALUE SERVICE

- ▶ an in-depth command of the practicalities of designing integrated, database-driven information portals that are problem-free in terms of maintenance and consistently successful in attracting and retaining visitors
- ▶ the ability to apply creative initiatives that bring drive and accessibility to an information portal, keeping its content lively, exciting, user-friendly and easy to navigate
- ▶ sound judgement on what is effective in addressing the information needs of particular sectors of the market, and coordinating these within a single, consistent, inviting and attractive site
- ▶ focus on new ideas that deliver creative solutions
- ▶ versatility in the deployment of website graphics and interactive tools
- ▶ proven reliability in managing complex and diverse projects – offering new ideas and dependable innovation in a safe pair of hands
- ▶ dedication to continuous improvement in service quality and performance
- ▶ achieving productivity and efficiency savings through a streamlined process of set-up
- ▶ a listening and communicating service provider, responding flexibly and alertly to feedback from our customers.

In short, Toot offers you the strengths of a secure and creative team player, delivering maximum value and minimum risk.

BACKGROUND

Based in Tyne & Wear, Toot Solutions was founded by Jamie Peterson in 2009 to provide high-quality design, marketing and technology solutions for the business sector. It serves clients across the entire business spectrum, delivering products that range from marketing literature to e-commerce sites, branding and corporate identities. Toot Solutions at present has a staff of 2, with plans to recruit additional specialist personnel as its business activities expand.

EXPERIENCE

Clients have included local training organizations, transport enterprises, recreational facilities and professional service firms in the North East.

OUR TEAM

Meet the team that will be working with you on your project.

▶ **JAMIE PETERSON**

Managing Director

Jamie Peterson has developed the company as a source of high-quality design and marketing initiatives for business, and has been responsible for creating emphatic, cost-effective web sites, corporate identities and innovative branding that speaks directly and convincingly to customers. He has a practical command of the entire range of graphic techniques and is particularly skilled at matching clean, striking designs with advanced IT applications.

▶ **HAROLD LEWIS**

Editorial Consultant

Harold Lewis is a business writer and specialist in marketing communications. His skills extend from promotional copywriting to authoring corporate literature in many fields of commerce, industry and professional services. He is a leading expert in tender and proposal writing for public sector contracts and business projects. His published work has been praised for its clarity, precision and plain speaking.

OUR SERVICES

TWOOTCHOICE

This is our best value option for people and businesses looking for an attractive, low-cost solution to get their presence online. Your site is built in Wordpress, the best and most versatile web software. With Wordpress you will be given an easy-to-use control panel, letting you tweak the site so that it's just the way you want it - a unique reflection of your personality.

TWOOTDESIGN

Twoot offer high quality design, delivering vivid and powerful solutions to meet every requirement, from web design to business cards and corporate identities. Clean, elegant graphics that translate ideas into words and images to give you a distinctive and compelling voice in the market.

TWOOTEDUCATION

Twoot is pioneering a novel application that it has developed called Swots which helps people who are studying to plan and coordinate their revision work, whether they are in schools, colleges or higher education. Wherever and whatever you are studying, Swots will make learning happier and easier.

TWOOTHOST

Give your website a high-quality, low-cost home with Twoot! TwootHost offers a one-for-all, multi-featured hosting package suitable for any website. It's a complete answer giving you reliability, security and top-class technical support whenever you need it.

TWOOTSKILLS

Develop and sharpen your business skills with Twoot! We design and deliver a range of workshops and seminars led by experienced mentors, designed to give your career the competitive edge and set you on the path to success.

TWOOTSOCIAL

TwootSocial can help your business become part of your customers' lives. Millions of people use social networking every day to talk with friends and associates. How many of them are potential customers for your business? Twoot will help you plan and coordinate your networking to make social twooting a dynamic force in your marketing.

RECENT EXPERIENCE

Here are some examples of our most recent work.



▶ HAROLD LEWIS (CONSULTANT)

Harold Lewis first came to us for a re-design of his website. Since then we have not only transformed his website, but we have transformed his whole corporate identity. We have designed Harold Lewis a complete new logo - very clean and sharp. We have also provided Harold Lewis with business cards, letter head, CD design and a corporate folder design.

"Tboot created a site capturing exactly the image I want. Their work has brought more conversions and greater commercial success." - Harold Lewis



▶ SERENDIPITY IN SHIELDS

When Serendipity were starting up, they looked for a company that could quickly get their logo, business stationery and online media done. We helped Serendipity achieve that while still providing a unique design tailored to them. We designed Serendipity a logo, business cards, compliments slips, flyers, shop signage and an E-commerce website.

"Tboot exceeded my expectations. I recommend to any business that they seek the services of this remarkable enterprise." - Karen Klein

"It was great to learn about Tboot today. It is brilliant to meet a young entrepreneur with vision, bravery and ability." - HarperCo

TESTIMONIALS

Karen Klein - Proprietor of Serendipity in Shields

Twoot Solutions offered a fresh thinking synergy of business intelligence which was made extra special by the personal and extremely professional interpretation of my own ideas and inspirations, by MD Jamie Peterson. Jamie not only advised, designed and produced my website, business cards and flyer but also far exceeded my expectations with his level of commitment to get everything exactly right for my new venture.

Innovative, focussed, original and affordable. I would recommend to any business, whatever their size or marketplace, that they seek the services of this remarkable young entrepreneur.

I know for sure that Twoot Solutions is destined for bigger things and I'm proud that my business Serendipity in Shields has shared an experience in its early foundations.

Harold Lewis - Owner of Harold Lewis Proposals

Twoot created a site capturing exactly the image I want. Their work has brought more conversions and greater commercial success.

Darren Yorke - Managing Director of UK Trades Training

Thanks for installing our CRM system so professionally. It was fully explained, and nothing was too much bother.

OUR APPROACH AND METHODS

In developing initial design concepts, our aim will be to confirm our understanding of the rationale behind your brief, so as to fulfil your business objectives in ways that will communicate powerfully with your intended market.

The formulation of design concepts will be an iterative process, involving stages of generating, evaluating and fine-tuning ideas. We will bring to this task a clear recognition of the breadth and diversity of target groups within your market.

We will develop a range of design options that reflect different and contrasting approaches. Options will be assessed against criteria that include practicality – in terms of design approaches that we have found to work in particular contexts, impact – in terms of our perception of user response and acceptance, and innovation – in terms of dynamic and creatively exciting ideas.

Parallel with the design options, we will develop alternative text concepts, with an emphasis on clear and straightforward presentation and ease of integrating copy with design.

The design options will be accompanied by sufficient information on production costs and delivery timelines to allow you to form a reliable judgement on their relative feasibility.

In consultation with you, we will seek to identify a preferred option that best matches your requirements and market preferences.

QUALITY ASSURANCE

Our standard quality procedures include the systematic checking of output at every stage in the design and production process, both at the level of individual text amends and at whole-document level. We apply strict protocols for document management, validation, change control and version control, to ensure that our clients always possess the most recent version of each product.

OUR CUSTOMER CARE

Twot aims to deliver an excellent standard of care by putting customers at the centre of everything we do. We believe that customers deserve:

- ▶ service at the highest level of quality and professionalism
- ▶ honesty, reliability and integrity
- ▶ a guarantee of rigorous quality standards
- ▶ fair, value-for-money pricing
- ▶ promptness, efficiency and respect
- ▶ swift and trouble-free work
- ▶ efficient contract management
- ▶ clear and straightforward communication.

Our approach to customer care emphasizes:

- ▶ speed of response, quality of production, and a meticulous approach to meeting the customer's requirements
- ▶ providing prompt, accurate and honest information
- ▶ attention to detail in all our work
- ▶ open and approachable management
- ▶ providing a range of information for customers, written in jargon-free language
- ▶ translating customer feedback into positive action to improve service ("You told us what you wanted and this is what we have done about it")
- ▶ responding quickly to concerns and complaints
- ▶ maintaining robust policies and procedures that are regularly reviewed to ensure all customers
- ▶ receive a professional service in line with good practice and adherence to legislation and governance
- ▶ following up product deliveries with a customer satisfaction questionnaire to help us identify and address any issues and assist our policy of continuous quality improvement.

ADDITIONAL SERVICES

NO-FRILLS	PREMIUM	SUPER
£40_{PM}	£70_{PM}	£100_{PM}
Website Maintenance	Websie Maintenance	Website Maintenance
Phone support*	Phone support (24 hrs**)	Off site support (24 hrs)
Email support	Email support (24 hrs)	Onsite support
	Remote support (24 hrs)	Facebook marketing
		Twitter marketing
		SEO*** Reports
		SEO Improvement

* Monday - Friday, 9am till 5:30pm

** Monday - Friday inclusive

*** Search Engine Optimisation

Support - technical support to help solve problems.

There will be a £30 charge to customers on the “no-frills” and “premium” packages if they require onsite support.

Payment by Direct Debit only.

