

It started with a tweet: social media interaction leads to new partnership

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Two businesses fight the economic downturn by joining forces to give clients the finishing touch

It seems that you can't switch on the TV, go online or open a paper these days without reports on the tragic state of the economy - but that hasn't deterred two Yorkshire businesses from working together towards a more successful future.

Networking has always been an essential part of building business connections, and a meeting of minds through the social media network Twitter has helped Wakefield based Simply Registrations embark on a new collaborative journey with Doncaster prestige car retailer, Portland Autos.

As the two businesses built up a rapport through a series of tweets, it soon became obvious that their services could sit neatly side by side, in order to provide their client-base with a higher level of customer satisfaction and a truly personal service - essential for recommendations and reputation, which many businesses rely on in these turbulent financial times.

James Saperia, Managing Director of Simply Registrations says: "Networking with other local businesses can be invaluable and luckily, one well-placed tweet led me right to Portland Autos' doorstep." He goes on to say: "We set up a meeting and soon realised that working together could give us both more exposure. Portland now offers the complete package; a luxury vehicle complete with a personalised registration saving the client both time and money."

The first time the two businesses joined forces was when a Portland customer was going to buy her private number plate separately, from a major national number plate dealer, after purchasing her latest car from Portland. However, with this new connection already established, they advised her that they could take care of it and supply everything as part of the service, offering a fantastic cost saving.

What started with a tweet has resulted in this first mutual success story – one very satisfied lady is now the proud owner of a beautiful Bentley convertible, courtesy of Portland Autos and a relevant, personalised number plate from Simply Registrations. "The end result is exactly what both consumer and seller wanted – a happy ending" says James Barthorpe, Sales Manager of Portland Autos, who adds: "The customer managed to get two individual services supplied to the highest standard, while both businesses supported each other through to completion of the sale – everyone wins!"

Both companies are now looking forward to working together in the future, with more combined deals planned to help improve their performance and provide added value to their customers.

With organisations the world over suffering the fate of the financial crisis, it's great to see that networking and support can help to drive businesses towards a brighter future.

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Notes to editors:

Images available on request – browse at: <http://www.flickr.com/photos/jamessaperia/>

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