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INDUSTRY:

Twyford Bathrooms is the second largest company of its kind in the UK; designing, developing and creating sanitary ware in the UK for over 160 years.

USES GLENIGAN:

To identify new leads, track projects and monitor industry trends.



“At the end of the day your sales guys are out there to sell, not spend hours figuring out how to work the system. Glenigan keeps it as simple as possible, making it easy for us to get out there and get the job done”

Jon Crowther, Commercial Control Manager at Twyford Bathrooms

“Absolute Value” for Twyford Bathrooms

Now part of European group Sanitec, Twyford Bathrooms has been designing, developing and creating sanitary ware in the UK for over 160 years. It is the second largest company of its kind in the UK, generating an annual turnover of over £60 million. Designing products for both domestic and commercial application, Twyford Bathrooms supplies sectors including private and social housing, health and education, tourism and leisure, and sports stadia. This multi-award winning business is the only bathroom manufacturing company in the world to have been awarded the Royal Warrant that it has held since 1999.

Business Requirement

The role of the business support division at Twyford Bathrooms is to actively support the company’s sales team across the UK, making appointments, pricing contracts, and tracking the projects of its representatives in the field. Responding to industry trends, the company last year targeted the education and healthcare sectors and looked to Glenigan to support its strategy in these areas. “We wanted to identify and access the architects, one of the most important links in the chain as far as we’re concerned,” says Jon Crowther, Commercial Control Manager at Twyford Bathrooms. “We knew from experience that Glenigan could do that so we took the decision to invest more resources than usual, and I can safely say that it paid off.”



“It’s quite simply a fantastic tool”

Divisional Sales Manager, Twyford Bathrooms

The Glenigan Solution

Twyford Bathrooms has been using Glenigan for over five years and its full-access subscription is now used across the company. Positioned around the country, the company’s team of sales representatives all have access to the system that they use to identify new leads, while sales managers and the business support team track projects and industry trends. They attribute this successful implementation and adoption to Glenigan’s usability. “One of our key reasons for selecting Glenigan was how easy it was to use,” says Crowther. “At the end of the day your sales guys are out there to sell, not spend hours figuring out how to work the system. Glenigan keeps it as simple as possible, making it easy for us to get out there and get the job done.”



Results

Investing just a little more time and effort in working their Glenigan subscription saw Twyford achieve significant results. Tracking the architects and contractors only in the sectors they were targeting, the company identified high quality leads that converted into very profitable business. “Our Northern team identified an interesting lead in Rochdale, a Building Schools for the Future project. Through Glenigan we contacted and met with Ryder, the architect, and were then asked to send specifications detailing Twyford products,” says Crowther. “Not only were we successful in converting four of these school specifications into Twyford wins, generating business of around £100k in actual revenue, but this same opportunity lead to a further five school specifications being raised, representing over a quarter of a million in terms of potential revenue. It proves that when Glenigan leads are followed-up and acted upon, the results can provide absolute value for money.”