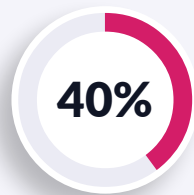




One platform to manage reputation and improve customer experience

Ever feel like there just aren't enough hours in the day?

It's no secret that marketing and customer service are two of the most time-poor departments in any organisation. With a whole load of channels to toggle between and the public always watching, delivering social customer care and marketing content that knocks their socks off is no easy feat. But when you **can** get it right, the results are totally worth the blood, sweat and tears.



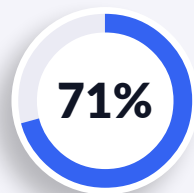
When companies engage and respond to customer service requests over social media, those customers end up spending 20% to 40% more with the company

BAIN & COMPANY



Failure to respond via social channels can lead to a 15% increase in the churn rate for existing customers

Gartner



71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends or family

Forbes

What if you could enhance your tech stack with one powerful platform to manage your reputation **and** improve customer experience? Well, now you can. The Orlo platform empowers you to focus on what really matters, **building trust through brilliant digital conversations.**



Customer Service

The Orlo Inbox brings together all of your digital conversations, empowering you and your team to improve your customers' experience and support them at the moments they need you most. Whether your interactions take place through Social, Chatbot, Live Chat, WhatsApp or SMS, you can effortlessly deliver the best possible service without leaving the Inbox.

52%
deflection
to Chatbot



94%
decrease in
response time



82%
increase in
inbound messages



It's a digital revolution

Traditional channels - like the phone - not only come with a far higher cost to serve than their digital equivalents, but they're decreasing in popularity too. Future proof your engagement strategy, serve your customers on the channels they choose, drive efficiency with AI led tech and cut costs at the same time - it's a win, win, win!



Teamwork = Dreamwork

Collaborating with your team when managing customer cases isn't always simple. Using Orlo, you can easily assign messages to users, add notes for further context and ensure all of your responses are hitting the mark. Approval flags and validation processes mean you can offer support where needed and nothing will ever fall through the cracks. And breathe.



All for one, one for all

Toggling between systems holding different customer data just isn't efficient. Orlo can integrate with your existing CRM system to combine all of your customer data in one place, creating a single, unified customer view. Remove data silos, reduce the chance of human error and improve auditability by ensuring everyone's singing from the same hymn sheet.

Marketing Engagement

Engaging your audience just got easier. Use the Content Generator to create compelling posts, check in on your Content Calendar to ensure you're consistently engaging with your audience, boost your most important content with targeted paid advertising and react to events in the moment to manage your reputation.

130%
increase in
social reach

Bromford.

687%
rise in twitter
impressions



41%
boost in
facebook shares



Stay ahead of the game

Keep your finger on the pulse and filter out the noise by monitoring the keywords, hashtags, phrases and accounts most important to you and your customers, so you can build trust by being part of the conversations that matter. With powerful media monitoring, Orlo makes it easy to identify insights, inform strategies, develop products and stay one step ahead.



Easy as 1, 2, 3...

With Orlo's powerful suite of analytics you can paint a clear picture of which content is resonating with your audience and driving conversions, meaning measuring return on investment from digital activities is a breeze. If that's not enough, you can quickly pull data from Orlo into your favourite data visualisation tool to cross reference with insight from other systems too!



Content is King

For marketing and comms professionals, retaining your place at the top of the feed can feel like moving mountains. Make things simple by scheduling or publishing across all digital channels and accounts simultaneously to keep engagement consistent. Posts can be created individually or uploaded in bulk, cutting content creation time in half.

The Orlo Difference



Social CX Suite from day one

Lots of solutions out there claim to bring digital communication teams together, but Orlo is the only platform purpose built with the needs of marketing **and** customer service professionals in mind from day one. Save time and effort by viewing all of your inbound messages in one easy to navigate inbox, seamlessly schedule and post outbound content, then see how it's all performing and make data driven decisions in analytics with a clear, single view of the customer.



AI First Technology

The Orlo platform is driven by AI, so we combine the power of your greatest assets - your people, with cutting edge technology that takes the guesswork out of improving your customers' experience. From the Chatbot which continues to optimise after every interaction, to our analytics which will highlight themes and trends before you even think to look for them, Orlo's transparent approach to AI doesn't take a PHD to understand and turns a dark art into actionable insight.



Born in Brum

Though we boast many global brands as clients we're just as proud to be born and bred in blighty. All of our team, including Customer Success and Support are based in the UK, meaning they're around at the times when you need them most. All of our servers are held on British soil too, taking the stress out of pesky data compliance issues - there's a reason why we're trusted by so many - including 1/3 of the UK's police forces.



Contact Us

Think we might be the one that you want?

If you're hopelessly devoted to delivering a great customer experience through digital channels too, then we're sure we'd go together like rama lama lama ka dinga da dinga dong.

So, what are you waiting for? Get in touch and let us know we're *the one that you want!*



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