

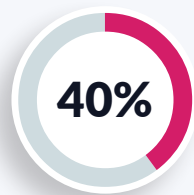


# The one platform for your digital conversations



## 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.



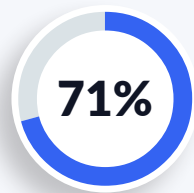
***When companies engage and respond to customer service requests over social media, those customers end up spending 20% to 40% more with the company***

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 digital conversations? Well, now you can. The Orlo platform empowers you to focus on what really matters - providing a great customer experience - and it only takes a matter of hours to get you set up.



## Customer Service

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

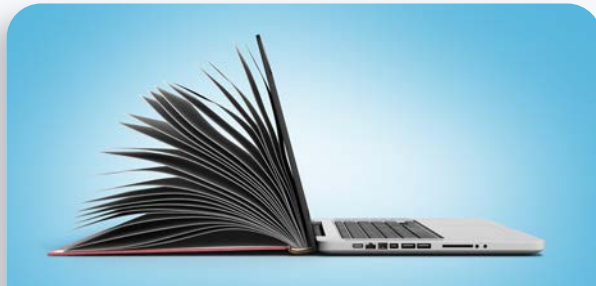
**5%**  
reduction in  
labour cost



**94%**  
decrease in  
response time



**28%**  
digital channel  
shift



### 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 smart automation 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 audit ability by ensuring everyone's singing from the same hymn sheet.

## Marketing Engagement

Engaging your audience just got easier with Orlo's Marketing solution. Use the Content Generator to create compelling posts, check in on your Content Calendar to ensure you're consistently engaging with your audience, and boost your most important content with targeted paid advertising to reach your community at the right time.

**130%**  
increase in  
social reach

**Bromford.**

**687%**  
rise in twitter  
impressions



**41%**  
boost in  
facebook shares



### Stay ahead of the game

Keeping your finger on the pulse can be a challenge in the fast-paced digital world. Enable your organisation to filter out the noise and monitor the keywords, hashtags, phrases and accounts that matter most. With powerful media monitoring, Orlo makes it easier than ever to identify insights to inform strategies, develop products and stay ahead of the competition.



### 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 take blood, sweat and tears. 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



## We're the total package

With digital channels coming out of our ears, switching from tool to tool not only becomes a nuisance, but a time vacuum too. Orlo provides one platform to manage your digital conversations, saving you time and effort. Not only does it pull all of your inbound messages into one easy to navigate inbox, but it enables you to schedule and post outbound content too!



## Made in blighty!

We're proud to be a British business, based slap-bang in the middle of the United Kingdom in bustling Birmingham! Our entire team - including Customer Success and Support - are always on hand to support you (oh, and all of our servers are held in the UK too!).



## More bang for your buck

Sure our platform is packed full of features, we count over 300 brands as clients and we manage millions of digital conversations all over the world, but it's affordable too. Customer Service and Marketing Engagement solutions that are easy to implement, all in one place, with prices that don't break the bank - what's not to love? Hello ROI!



## 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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