



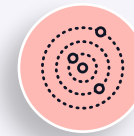
One platform  
to manage  
reputation  
and improve  
customer  
experience

## Jam-packed with features...

Each year hundreds of customers manage thousands of social media accounts and send millions of messages through the Orlo platform. So what is it that makes Orlo the chosen solution for household names like Britvic, Shelter and Betfred? Well, not only is our platform designed to help you manage your reputation and improve customer experience from one place, but we've got a whole host of fab features to boot, and the Orlo platform's capabilities just keep on growing...



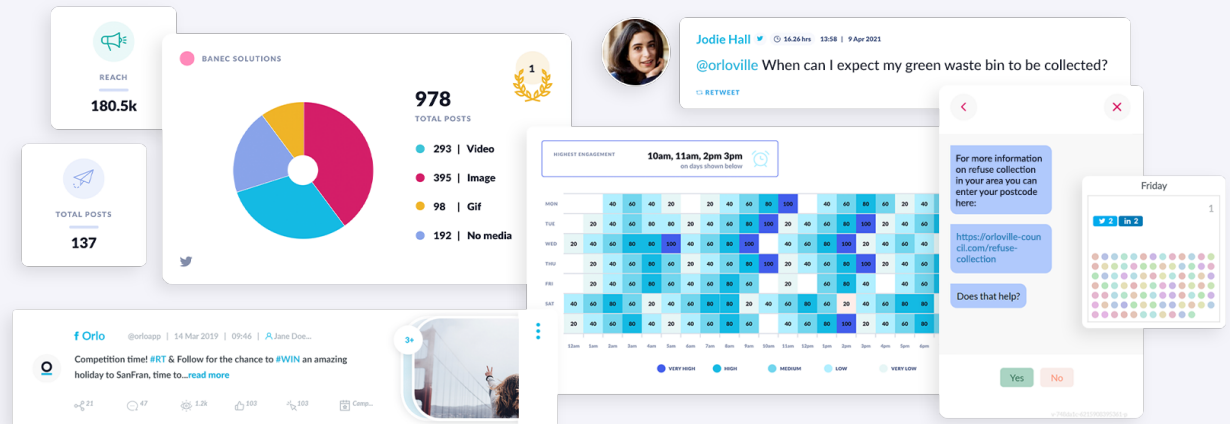
**300**  
happy  
customers



**7,500**  
social accounts  
managed



**85M**  
digital  
conversations



# 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 through Social, Chatbot, Live Chat, WhatsApp or SMS, you can effortlessly deliver the best possible service without leaving the Inbox.



## Social Channels

Join the conversation on social channels, with public and private messages in one place.



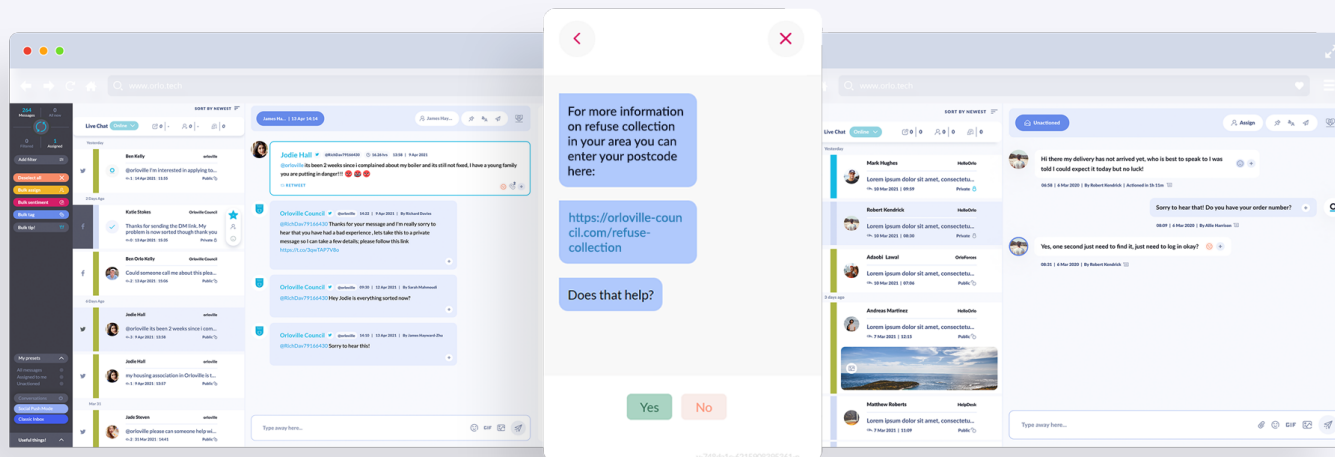
## Chatbot

Support your customers and maximise efficiency with our AI driven Chatbot solution.



## WhatsApp & SMS

Be everywhere with everyone by serving your customers on the channels they choose.



*Orlo is at the heart of our Social Media strategy, providing the functionality to publish & analyse content, monitor mentions and engage with customers in one place. This holistic view helps us meet our regulatory responsibilities and maintain control by ensuring that a diverse range of colleagues can work on the parts of our Social Media portfolio that are relevant to their role.*

Richard Bassinder  
Social Media Manager

 **YORKSHIRE  
BUILDING SOCIETY**

# Marketing Engagement

Engaging your audience just got easier with Orlo's Marketing Engagement 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 posts with targeted and paid advertising to reach your community at the right time.



## Social Listening

Keep track and get involved in the conversations that matter most to your organisation.



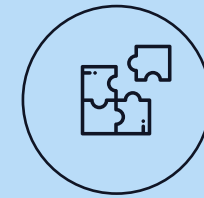
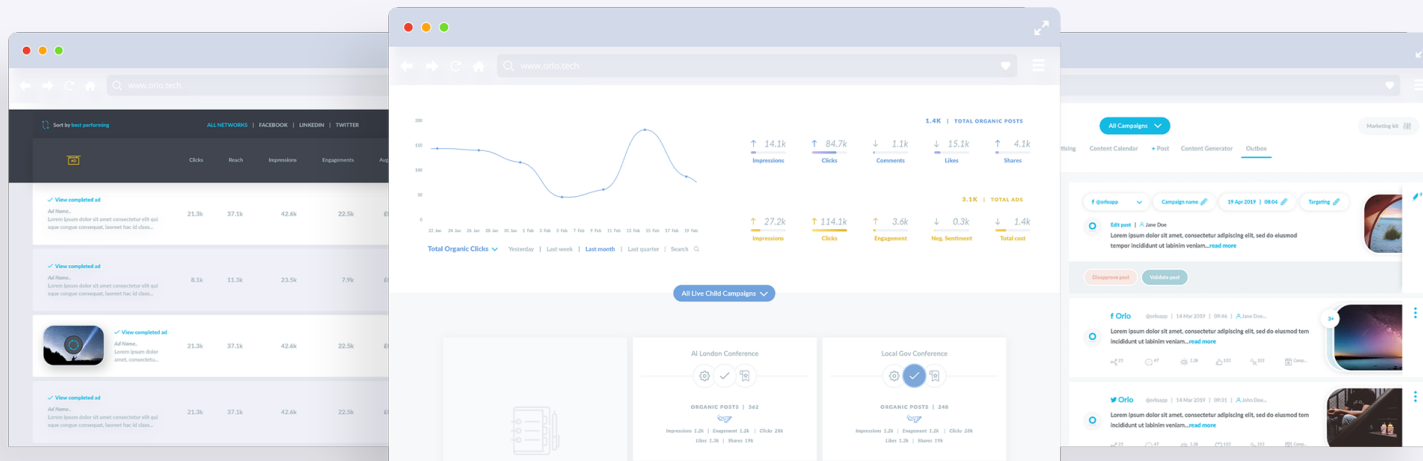
## Content Creation

View your scheduled content and share engaging content from your favourite sources.



## Post Boosting

Give your content a targeted boost to get in front of your audience at the perfect moment.



## Talkin' about an integration

When you don't have enough fingers to count the different systems you're using to store data, achieving a single customer view can feel impossible. That's why Orlo can interact with a range of CRM systems, enabling you to elevate social media insights by combining them with the rich data held within your existing CRM. We also have a partnership with Microsoft, enabling us to provide a deep integration with Dynamics 365.



# Performance Analytics

With a suite of fully customisable reports, our Performance Analytics solution allows you to measure how you're doing in an instant. Monitor the metrics that matter in real-time to understand the impact your marketing and customer service efforts are having right now, compared to month on month and year on year, so you can do more of what works.



## Competitor Analysis

Compare yourself to your competition and see what's happening in your sector on social.



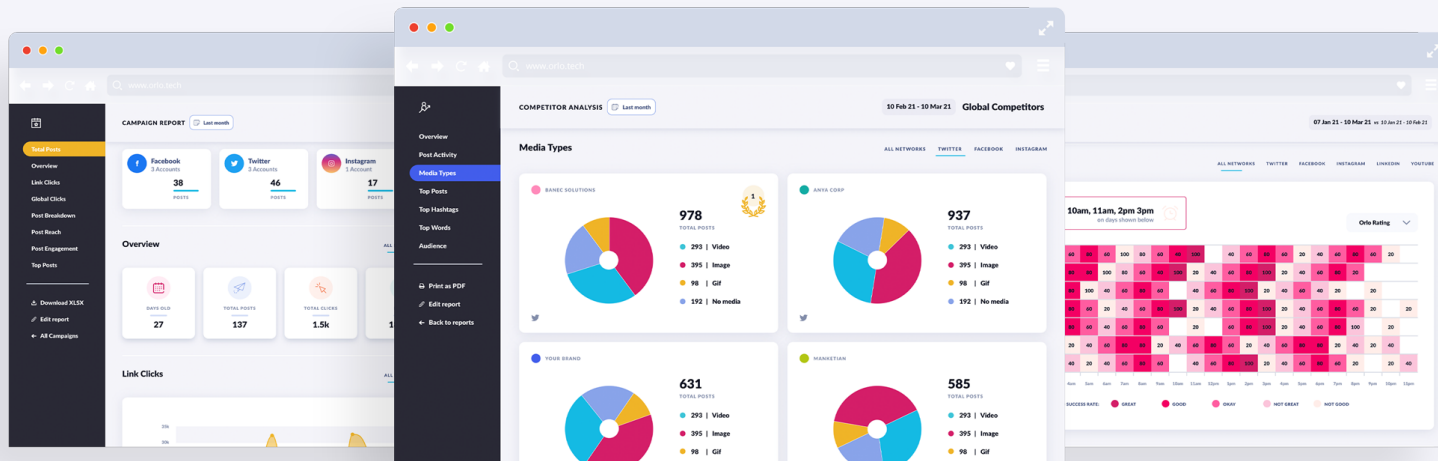
## Engagement Analytics

Ensure you're delivering great service by monitoring sentiment, response times and more.



## Marketing Analytics

Understand which content is resonating with your audience and driving conversions.



## 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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