

BETFRED

SUCCESS STORY

Hitting the jackpot on social media

Serving the Great British public via its 1,470 licensed betting offices, an online presence and a mobile app, Betfred is the go-to when it comes to having a punt on the footie or a flutter on the horses.

Orlo has allowed Betfred to streamline and improve its customer experience - opening up social media as a contact channel for its Customer Service Team and giving the customer the freedom to message in their own time, on their channel of choice, instead of being limited to more traditional channels such as phone or live chat.

Betfred has been able to cut out the middleman that was their Social Media Team, and allow its Customer Service Team to deal with inbound enquiries first-hand - getting messages in front of the right people, at the right time to ensure the customer gets the best customer service experience possible and is not kept waiting.

Operating in a highly regulated industry, dealing with online account-related queries means that security and audit trails are vital. This is where Orlo's Auditing and Snippets features have really come into their own - allowing for transparency, time savings and perhaps most importantly - consistency when dealing with similar queries, ensuring a better experience for the customer and freeing up the team to deal with the enquires that need closer attention.



3,798
increase in
followers
across social
channels*



267%
increase
in positive
sentiment*



3.6k
messages
processed*

*OVER 12 MONTHS



The introduction of Orlo has enabled us to improve our customer experience by connecting customers to the right people at the right time during their social customer care journey, reducing the time it takes for their query to be solved.

Steven Keegan - Digital Customer Service QA Manager



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