

Bromford.

SUCCESS STORY

The complete picture at their fingertips



As an industry-leading, social business, Bromford needed to keep ahead of the evolving needs of its customers. The housing association made the decision to transition from providing simple customer service via social to making the best of digital channels, building a strong, two-way relationship and encouraging customer advocacy.

Historically, Bromford used its social channels to broadcast but as technological changes came about, Bromford sought to decentralise its social media activity and embed social firmly in its customer service practices. To do this, it needed a solution that could deal with high volumes of incoming messages, whilst still maintaining that personal approach.

Orlo's integration with Microsoft Dynamics 365 empowered Bromford to provide the best customer experience possible. A full view of who they are talking to and their past interactions with Bromford enables an agent to add value and respond in a more personal, human manner. Agents are able to deal with enquiries immediately, providing a resolution as quickly as possible, in the right way, on the channel the customer has chosen. Bromford is seen as a trailblazer in getting colleagues to become influencers in the housing sector - all made possible thanks to the Orlo platform.



560%
increase in
link clicks



130%
greater social
reach



199%
growth in
followers



Orlo has helped us start bringing our social customer service vision to life. We have bold plans for the future and believe that we have found a platform that will keep up with our rate of change and that of our audience. We are no longer just “managing” our social activity, but building deep and meaningful relationships with our customers.

Jarrold Williams - Communications Manager



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