



SUCCESS STORY

Success on social in a highly regulated sector



Hiscox has over 100 years of experience in the insurance sector, covering over 200,000 UK businesses and 60,000 UK homes. They started their social journey back in 2009 after witnessing the explosive growth of digital in the finance sector, and quickly sought to make social media another string to their bow for marketing and customer service.

As part of the highly regulated and security-conscious finance sector, it was vital that they found a tool to help them manage both their inbound and outbound social presence, which met these security needs.

Orlo was able to offer Hiscox the reassurance it needed. With features such as two-factor authentication and a full audit trail of social media messages, along with the clear and functional day-to-day content calendar and unified inbox, Hiscox is able to easily communicate with its customers, scheduling and replying to social posts whenever and wherever the team is working from.



25%
increase in Twitter followers



137%
increase in average reach on Twitter



10%
increase in positive sentiment



Since utilising Orlo, our followers have expanded, our Klout score has improved, our referral traffic to our blog has increased and they have helped us to discover key characteristics of our social audience - which help us to plan campaigns more strategically. We love the partnership approach and reassuring to have a UK team on hand to resolve questions quickly.

Gabriel Gonzalez - UK Social Media Manager



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hello@orlo.tech