



## SUCCESS STORY

# Exploring a new channel for customer service

After dabbling in social media for a few years, Leeds City Council began to experience an increase in inbound contact volumes and required an efficient process for dealing with them which eliminated the danger of enquiries being overlooked or missed. Leeds CC also needed a solution which provided a clear and secure audit trail in place in light of the potential risks to security and reputation which are associated with working natively on social media platforms.

The introduction of the Orlo platform and the ability to channel shift away from more traditional methods of contact has led to significant cost savings and a reduction in time to serve.

In-depth analytics and reporting give the team the ability to track response times, engagement uplift and reach, and Orlo's tagging feature allows them to keep on top of which services generate the most contacts. This ability to accurately report back on their social media presence has proved vital in securing investment and a growing appreciation for the power of social media within Leeds City Council.



**32%**  
increase YoY  
in inbound  
Facebook  
messages



**61%**  
increase YoY  
in average  
impressions  
on Facebook



**682%**  
increase YoY  
in average  
impressions  
on Twitter



*Orlo helps us not only to deliver excellent customer service to the people of Leeds but also helps us demonstrate to senior management that there is a demand for us to take social media seriously as a channel.*

Nick Moore - Digital Development Officer



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