



SUCCESS STORY

Social media management that will rise to any challenge



As the UK's largest bakery brand*, Warburtons bake and deliver around 2 million products to nearly 19,500 stores every single day. With a strong online presence, the team were looking for a solution to help manage incoming messages on social media, in-house, to ensure a positive brand experience across their digital channels. They also required a system that linked seamlessly to their internal systems including Microsoft Dynamics, and Orlo was able to meet that specific requirement.

Orlo equipped the Warburtons team with the solution they required, whilst providing additional benefits. The web-based platform is easy to access by all relevant teams, and allows them to manage high volumes of incoming social media messages in an effective and well-organised way.

Key tools for the team include triggers, filters and engagement analytics while tagging messages has helped them to assess volumes of grouped messages more comparatively. The team have also used the social media management side of the system to plan and execute organic social activity, as well as assess performance via marketing analytics.

Orlo has helped Warburtons streamline the management of customer contacts, from initial social interaction, through to engagement with the Customer Care team who liaise with consumers. Overall, the process is much more efficient and has positively improved consumers experience when contacting the brand via social media.

*The Nielsen Company, Total Coverage incl. Discounters, Unit and Value Sales, 52w/e 03.10.20



Orlo has both improved the way we work, and the quality of service we can provide consumers through our social platforms. We can interact with consumers better through the platform, as it enables us to monitor and respond to messages and resolve issues quickly, easily and efficiently. The additional features such as campaign planning and reporting using analytics, have made our scheduling and reporting process much more proficient. It also provides us with the tools to interpret information in a way we couldn't previously.

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