



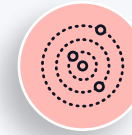
One platform  
to manage  
your digital  
conversations

## Jam-packed with features...

Each year hundreds of customers manage thousands of social media accounts and send millions of messages through the Orlo platform. So what is it that makes Orlo the chosen solution for household names like Ocado, NFU Mutual and Haven Holidays? Well, not only is our platform designed to help you manage your digital customer service and marketing efforts from one place, but we've got a whole host of fab features to boot, and the Orlo platform's capabilities just keep on growing...



**300**  
happy  
customers



**7,500**  
social accounts  
managed



**80M**  
digital  
conversations



# Customer Service

The Orlo Inbox brings together all of your digital conversations, empowering you and your team to support your customers at the moments they need you most. Whether your interactions take place on Social, Live Chat, WhatsApp or SMS, you can effortlessly deliver the best possible service without leaving the Inbox.



## Live Chat

Support your customers at the moments that matter with our integrated live chat solution.



## WhatsApp & SMS

Be everywhere with everyone by serving your customers on the channels they choose.



## Social Channels

Join the conversation on social channels, with public and private messages in one place.



*“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  
Leeds City Council



# Marketing Engagement

Engaging your audience just got easier with Orlo's Marketing Engagement solution. Use the Content Generator to create compelling posts, check in on your Content Calendar to ensure you're consistently engaging with your audience, and boost your most important posts with targeted paid advertising to reach your community at the right time.



## Social Listening

Keep track and get involved in the conversations that matter most to your organisation.



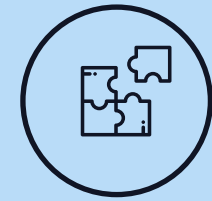
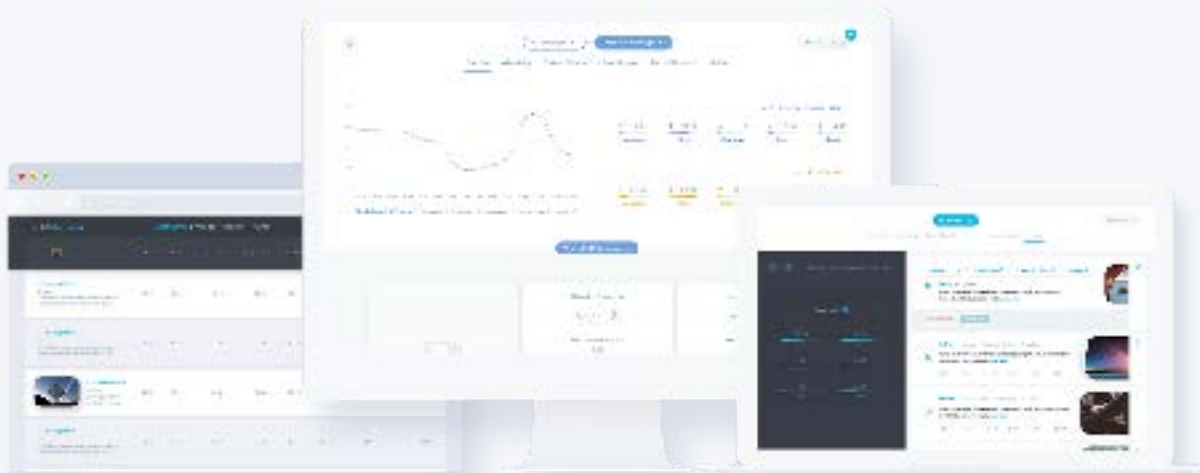
## Content Creation

View your scheduled content and share engaging content from your favourite sources.



## Post Boosting

Give your content a targeted boost to get in front of your audience at the perfect moment.



## Talkin' about an integration

We are able to interact with a range of CRM systems, which enables Forces to elevate social media insights by combining them with the rich data held within their CRM. We also have a partnership with Microsoft, enabling us to provide a deep integration with Dynamics 365.



# Performance Analytics

With a suite of fully customisable reports, our Performance Analytics solution allows you to understand how you're doing in an instant. Monitor the metrics that matter in real-time to understand the impact your marketing and customer service efforts are having right now, compared to month on month and year on year, so you can do more of what works.



## Competitor Analysis

Compare yourself to your competition and see what's happening in your sector on social.



## Engagement Analytics

Ensure you're delivering great service by monitoring sentiment, response times and more.



## Marketing Analytics

Understand which content is resonating with your audience and driving conversions.



*"Analysing online performance has never been easier as Orlo tracks which posts, with which content and at which time are encouraging the highest click-through rate to achieve business objectives, which is one of our main aims."*

Molly Holmes - Group Social Media Manager - Patisserie Valerie



## Contact Us

Think we might be the one that you want?

If you're *hopelessly devoted* to delivering a great customer experience through digital channels too, then we're sure *we'd go together like rama lama lama ka dinga da dinga dong.*

So, what are you waiting for? Get in touch and let us know we're *the one that you want!*



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