# Orlo

# For Central Government

## One platform to manage your digital conversations with the public

**Central Government bodies serve thousands - if not millions - of citizens every single year, so ensuring the public can get in touch at the moments when they need to most is vital. With Orlo, you can be there on the channels the public choose, with one platform to manage your digital conversations across Social Media, WhatsApp, SMS and Live Chat.**

Designed with regulated industries in mind, our platform is underpinned by strict governance processes, including the ability to see a full audit trail and approve posts before they leave the platform. Streamline your processes, increase engagement, shift contact to digital channels and empower your team to focus on what matters most - delivering the best possible citizen experience!

## Who's part of our community?

Companies House

General Medical Council

Department for Business, Energy & Industrial Strategy

NAO National Audit Office

Senedd Cymru Welsh Parliament

Orlo

# It ain't what you do it's the way that you do it...

## Content is king

With a myriad of social channels to manage and the public always watching, delivering engaging, factual and timely content is no easy feat. From informing citizens of changes in legislation to alerting them of the latest Government advice, ensure you're updating the public consistently by using the Content Calendar to schedule campaigns. You can share content generated by the public or other Government bodies straight from your monitoring streams too!
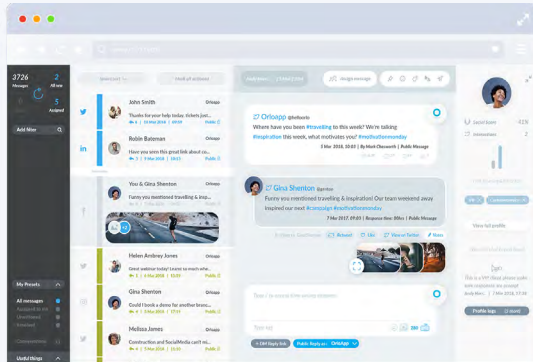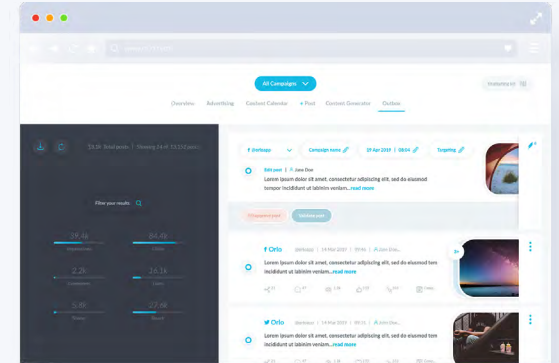
## We're all in this together

When time, resources and budget are limited, the cost-effective Orlo platform drives efficiency and enables your teams to share the load when it comes to digital conversation management. Collaboration is made simple with the ability to quickly add notes against cases, ask for approval before a post is sent and assign or forward messages to colleagues, so each case is handled by the right person - simple as that!

## Keep an ear to the ground

With many services going digital, engaging with the public can be a challenge. Whether customers are tagging your organisation in their posts or talking about you without a direct mention, use Orlo's Social Listening tool to identify important conversations. Filter out the noise and monitor keywords that matter, so you can identify the conversations that you should be a part of - who knows, you might stop a crisis in its tracks!
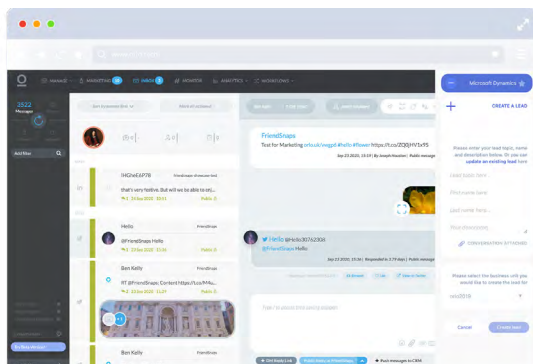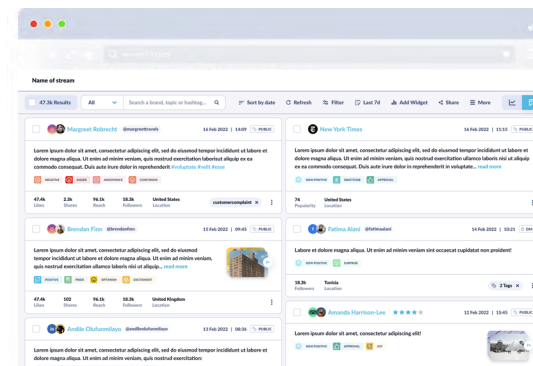


## Talkin' about an integration

We're able to interact with a range of systems, enabling your organisation to combine social media insights with the rich data held within your CRM. Get a single view of your customer and manage their case from start to finish by tracking their journey from the first interaction, right through to closing their case and beyond. As a Microsoft Premium Tier Partner, Orlo provides a deep and seamless integration with Dynamics 365 and Power BI too!

# What makes us unique?

### Social CX suite

Orlo is the only platform that was purpose built with the needs of comms and customer service professionals in mind from day one!

### AI first technology

Driven by AI, our platform combines the power of your people with cutting edge technology to improve the customer experience you deliver.

### Nothing but the truth

Full audit trail for complete data governance, with time and date stamps, so you know what was done, when and by whom.

# Don't just take our word for it...

*As a fair-sized comms team with a lot of traffic to coordinate, we get loads of value out of the ability to create and track campaigns, projects and incidents and spend a lot of time taking a deep dive into our analytics to review our efforts and ensure our communications are as effective as they can be.*

Joanne Westlake | Senior Communications Officer | National Resources Wales

## Orlo

### Say Hello

**Want to find out more or see Orlo in action?**

Our team is always happy to have a chat, answer any questions and welcome you to the Orlo herd!

orlo.tech

+44 121 368 1420

hello@orlo.tech

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