

# Orlo

## For Leisure & Hospitality

## Serving up seamless customer experience on social

When it comes to the hospitality and leisure industry there's no doubt that customer expectations are high. Guests want you to be there for them, when they need you, on the channels that they choose.

Our clients use the Orlo platform to improve guest experience, guarantee return visits and increase secondary spend by delivering consistent and efficient customer communication, encouraging advocacy too! Ensuring your Marketing and Customer Experience teams are in lock step means that you're able to provide a unified front to the world, streamlining the customer service experience, driving up NPS scores and reducing operational expenses. What's not to love?

### Who's part of our community?

Premier Inn 



Mitchells & Butlers 



Flite HOTELS



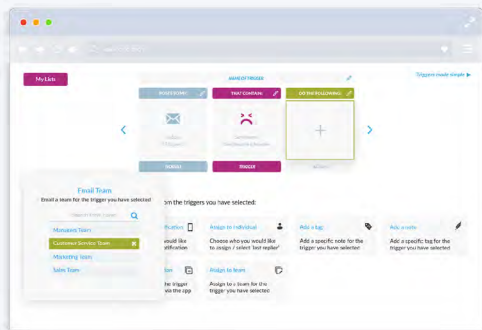
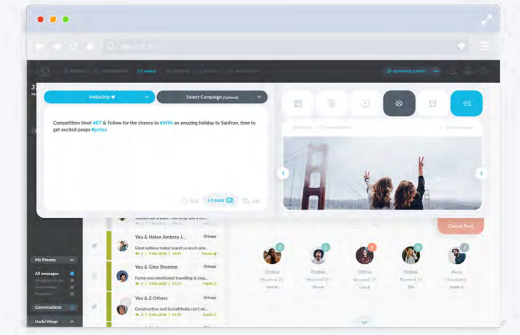
Orlo

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



## Your brand in their hands

The power of branding should not be underestimated, which is why brand consistency on digital channels is an absolute must! Fill your Orlo content library with approved assets for use across channels, so you can let go of the reins and put your brand in the hands of your frontline teams. Still want to keep an eye on outgoing posts? No problem! Just turn on Post Approvals to give each post the once over before it goes out. And if you ever need to press pause on scheduled activity you can with our Company Lockdown feature.



## A well oiled machine

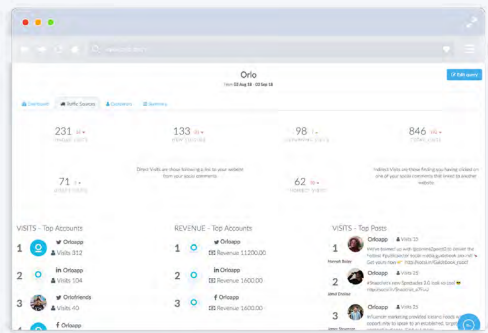
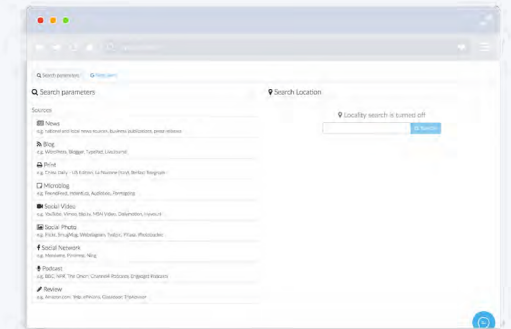
With thousands, if not millions of visitors per year, ensuring you can effectively manage inbound enquiries is essential. So, open up your social accounts to customer service requests and be there on the channels your customers choose. You can enable automated Triggers too, reducing manual processes and ensuring the right message reaches the right person at the right time. By being alerted to important messages, you'll not only improve efficiency, helping you hit those all important SLAs, but you'll also have the chance to save at risk customers and improve secondary spend, all while giving your NPS a boost - bonus!





## Keep an ear to the ground

Whether customers are tagging your brand in their posts or talking about you without a direct mention, use Orlo's Social Listening tool to identify those conversations and respond appropriately. You can keep an eye on over 2 million data sources with our Media Monitoring solution, powered by LexisNexis, and filter out the noise to monitor what matters most to you. Shout about the fab feedback your brand receives and manage the impact of any less complimentary posts - you never know, you could stop a crisis in its tracks!



## That's what gets results

With Orlo's Website Analytics you can join the dots between social clicks and traffic on your site, to understand what content encourages enquiries, drives bookings and prevents cancellations. With this data - and the additional insight you'll get from our Performance Analytics solution - you can tweak your social strategy accordingly to improve the overall customer experience and provide an effortless journey end-to-end. Drive inbound enquiries down and customer satisfaction up to encourage guests to visit again and again and again!



# What makes us unique?



## Bring home the bacon

Track the influence your social marketing has on conversions to drive up bookings and increase secondary spend.



## Social CX suite

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



## Have great CX

Analyse your performance - and your competitors' too - with powerful reports that'll help you deliver great CX.

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



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

**Molly Holmes** | Group Marketing Manager | **Patisserie Valerie**



## Join the herd

Want to find out more or see our platform in action?

There's always a member of Team Orlo who's happy to have a chat, answer any questions and welcome you to the Orlo herd!



[orlo.tech](https://orlo.tech)



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