



# For Local Government

## One platform to manage digital conversations with your citizens

As budgets continue to be cut, councils have less time and resource to plan, manage and deliver effective public services, but the pressure to do so is greater than ever! With digital channels becoming the preferred contact method for many citizens, the number of inbound interactions is on the rise too. Add to that the vast amount of ever-changing information that needs to be shared with the general public and it's clear that local government bodies have more than a lot on their plates when it comes to managing the digital customer experience.

The Orlo platform helps to streamline processes, improve operational efficiency and reduce costs by enabling you to use one simple platform to engage and connect with citizens. Whether the Comms team are scheduling an upcoming campaign using the Content Calendar, or the Customer Service team are working from the Unified Inbox to identify and respond to all the important inbound messages, the Orlo platform makes things easier, with a full audit trail to boot!

### Who's part of our community?



ISLINGTON



CARDIFF  
CAERDYDD



SURREY  
COUNTY COUNCIL



West Midlands  
Combined Authority



Birmingham  
City Council

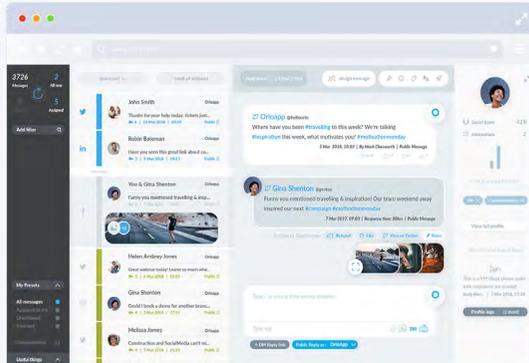
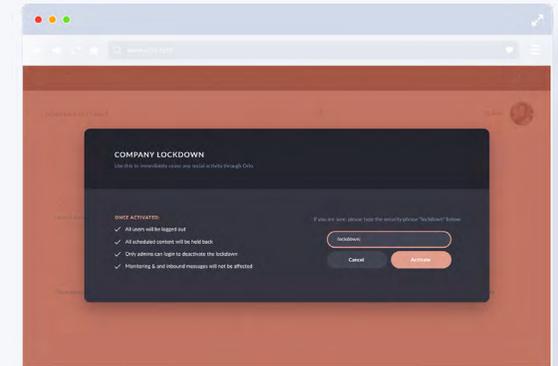


# It ain't what you do it's the way that you do it...



## Keep calm and carry on

From potholes caused by wintry weather to missed bin collections due to striking workers, handling matters that are out of your hands is all part of the day job. When disruption strikes, be safe in the knowledge that at the click of a button, you can pause all scheduled marketing posts or turn on post approvals for every outgoing message, allowing you to focus on what matters - keeping citizens in the know.



## We're all in this together

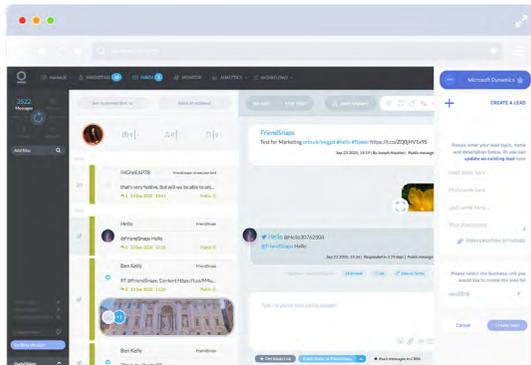
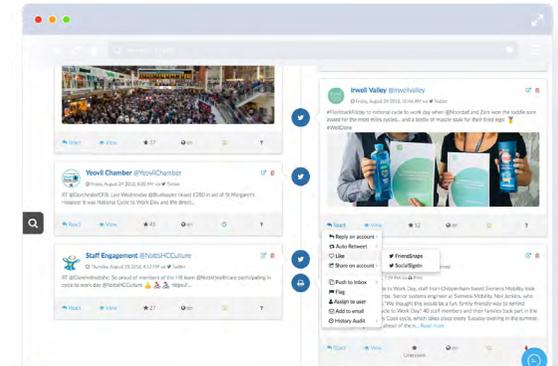
With a single source of truth for all your digital conversations, it's easy for your Comms and Customer Service teams to share the load when it comes to managing your social interactions with citizens. Collaboration is made simple with the ability to quickly add notes against customers, ask for approval before posts get sent and assign or forward messages to colleagues so they're 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 and support citizens who aren't reaching you through traditional channels.



## 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 marketing 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...



*Orlo has given us valuable insight into when we are most likely to gain the best interactions by showing us the optimum day and time to post. Orlo has made a massive difference to how we approach our social media and we hope to see our channel traffic increase further through the use of the system.*

Scott McKay | Fostering and Adoption Marketing Manager | Norfolk County Council



## 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!



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