

The Orlo logo features a stylized 'O' with a horizontal line through its center, followed by the letters 'rlo' in a clean, sans-serif font.

**For Retail**

# A one stop shop for managing digital conversations

The world of retail is changing. Customers now expect connected, cross-channel conversations as standard from brands - no matter their size. But delivering an omnichannel experience that leaves your customers satisfied can feel like rocket science, especially with so many channels to manage.

Well, it doesn't have to be that way! No matter the size of your brand or the product you sell, the Orlo platform can be tailored to suit your digital customer experience aspirations, bringing your digital conversations into one, unified inbox. So if Mrs Jones asks where her order is on Live Chat, Instagram and WhatsApp, you can pick up and respond to all of her messages in one place - it's that simple.

## Who's part of our community?

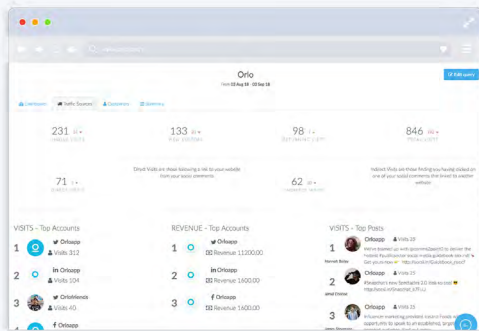
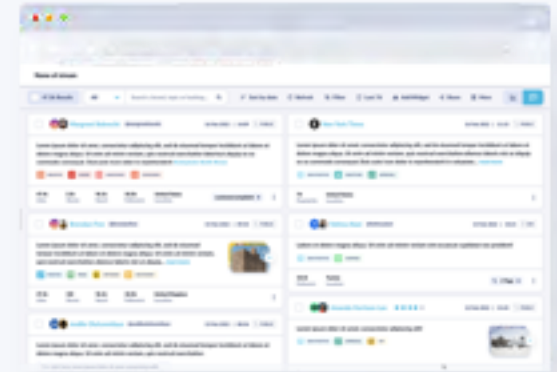


# It ain't what you do it's the way that you do it...



## 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. Filter out the noise and monitor what matters most to you - you never know, you could stop a crisis in its tracks!



## That's what gets results

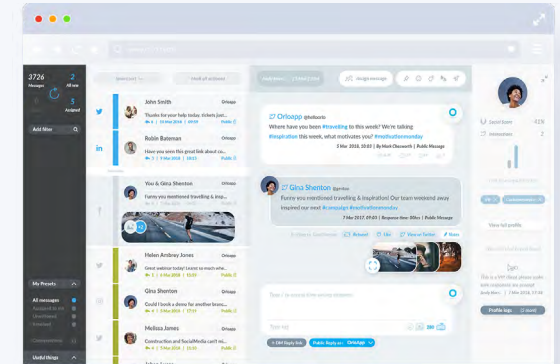
Attributing a return on investment to digital activity should be a walk in the park. With Orlo's Website Analytics you can join the dots between social clicks and traffic on your site. See what content is driving conversions, transactions and subscriptions and effortlessly attribute ROI to your digital initiatives - piece of cake!





## We're all in this together

With a single platform for your digital conversations, it's easy for Marketing and Customer Service teams to work in perfect harmony. Collaboration is made simple with the ability to quickly add notes against customers, assign or forward messages to colleagues and ask for validation before posts get sent - it's easy peasy!



## Just a click away

With Orlo's Live Chat your customers are able to talk to you instantly, without disrupting their journey. Whether they're asking about a promotion, have a missing order or want to know when your next product is launching, you can deliver a personalised experience effortlessly and be there for your customers at those 'moments of truth' in their browsing journey.



## Feeling competitive?

Want to see what others in your sector are doing on social, at a glance? Then Orlo's Competitor Analysis tool is for you. Stay ahead by keeping an eye on top hashtags, comparing audience growth over time and benchmarking your brand's performance against the competition. Let Orlo do the leg work, so you don't have to.



# What makes us unique?



## Bread and butter

Track the influence your social marketing has on transactions to drive up sales and average order values.



## 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!



## In their world

Driven by AI, our platform combines the power of your people with **cutting edge technology to improve CX.**

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



*Orlo's digital engagement platform is agile and fast-moving technology that effortlessly copes with our rapidly changing requirements. The efficiencies that Orlo's platform has brought with it has enabled our customer service team to offer a higher level of service and our customers are seeing quicker response times. As a key element of customer satisfaction, this in itself is a real benefit for Ocado shoppers.*

Ian Pattle | General Manager for Customer Service & Strategy | Ocado



## 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 community!



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