Orlo

Harness human connection

Orlo is a complete online conversation ecosystem that enables hundreds of leading brands and thousands of users to be there instantly and effectively when their customers need them most, creating powerful customer experiences and positive emotions that influence behaviour, at scale.

The Orlo ecosystem enables brands to move seamlessly across multiple online channels - just like customers do - turning your audience into advocates, social connections and web visitors into customers, and encouraging those that matter to see online as the best way to talk to you.

Social Customer service

The Orlo social customer care module brings together all of your social interactions, ensuring you're there to provide effortless support when your customers need you most.

Social Marketing

One place for all of your organic social, paid advertising and reporting needs ensures complete visibility. Schedule and deliver a compelling message at a precise moment and prove the real ROI of your efforts.

Live Chat

Join-up live chat and social media and create consistently powerful online customer experiences. Move seamlessly across online conversations - just like your customers - and be there instantly for website visitors when they need you most.

Social Media Advertising

Ensure your most important posts land in your customers' feeds when it matters most. Combine paid and organic media, alongside a suite of analytics, to inspire current and future customers into action and drive real business outcomes.

Analytics

A suite of customisable, unlimited reports illuminates which customer service, marketing and PR strategies are resonating with your audience and why - allowing you to do more of what works.

Media Monitoring

Incredible customer experiences start with understanding your audience. Gain insights into your brand, industry and customers across social, online and print and use these to develop products, inform strategies and stay ahead of the competition.

Mobile

Support your customers, move fast on opportunities and stay close to your content and your team. The Orlo mobile app gives you complete visibility and control while on-the-go.

CRM Integration

Build a complete, unified view of your customers and move seamlessly between channels - just as your customers do. Create incredible customer moments, sales opportunities and deep customer understanding.
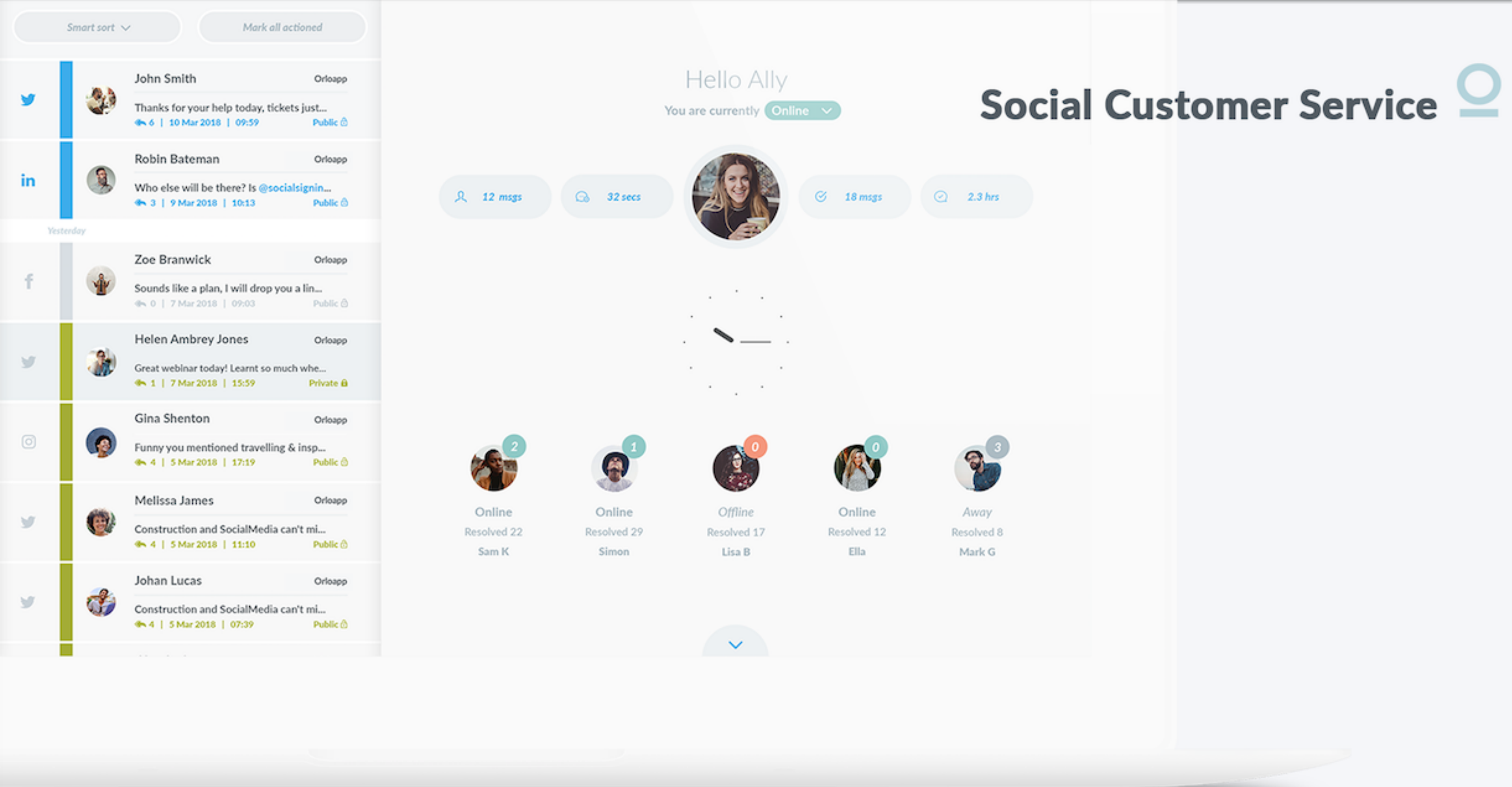
Create powerful social customer experiences and inspire your customers with meaningful online conversations that influence behaviour, at scale. The Orlo social customer care module brings together all of your social interactions, ensuring you're there to provide effortless support when your customers need you most.

Unified inbox for all public/private messages from every social network

Add live chat and provide seamless multi-channel customer service

Customisable automation for repetitive tasks ensures nothing is missed

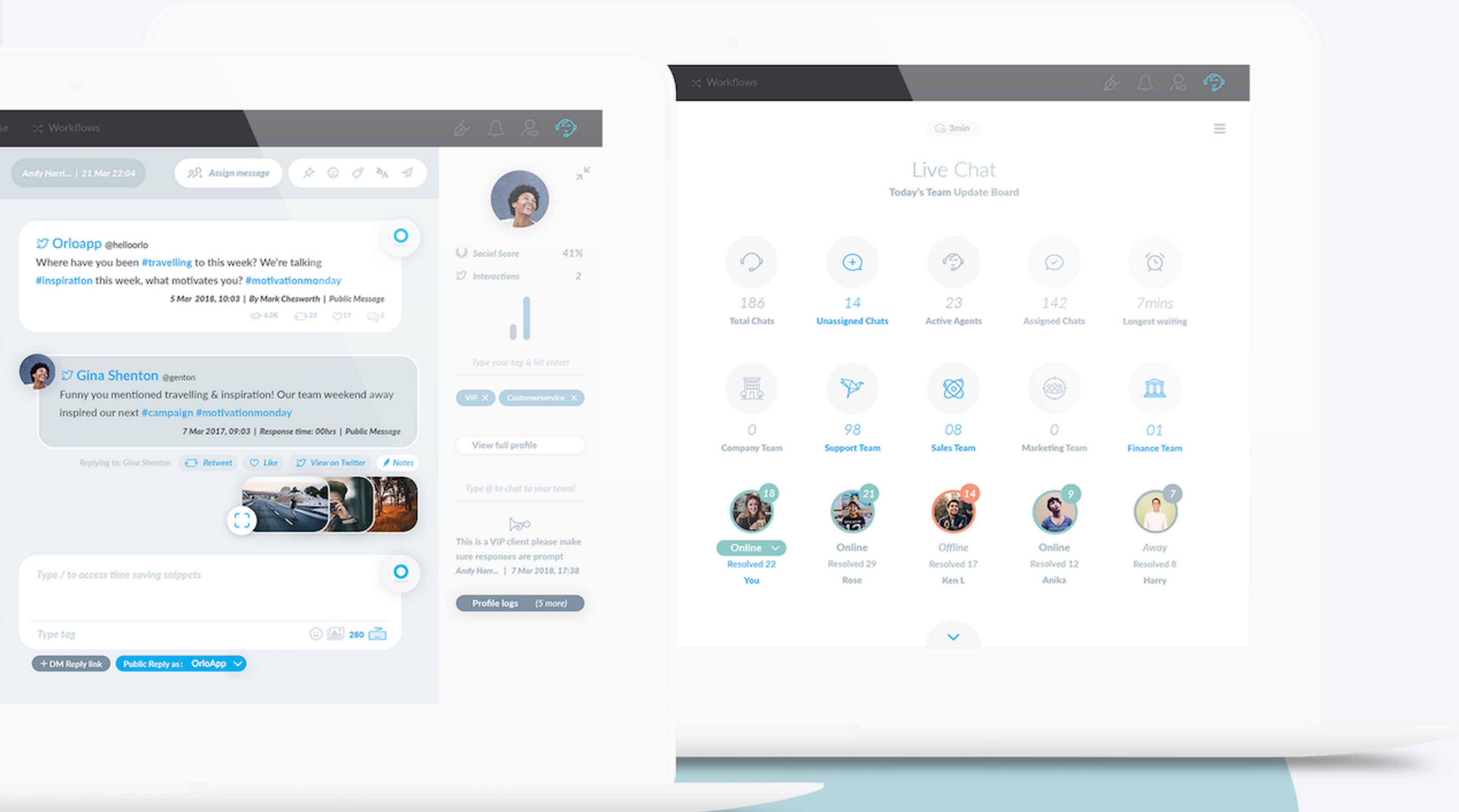**Assign messages to users or forward to colleagues via email**

Add notes against messages and customers for context and collaboration

Tag messages and group together for powerful reporting

Conversations mode for fast processing of long threads

Inbox filters provide unlimited management options

Translate language on incoming messages and replies

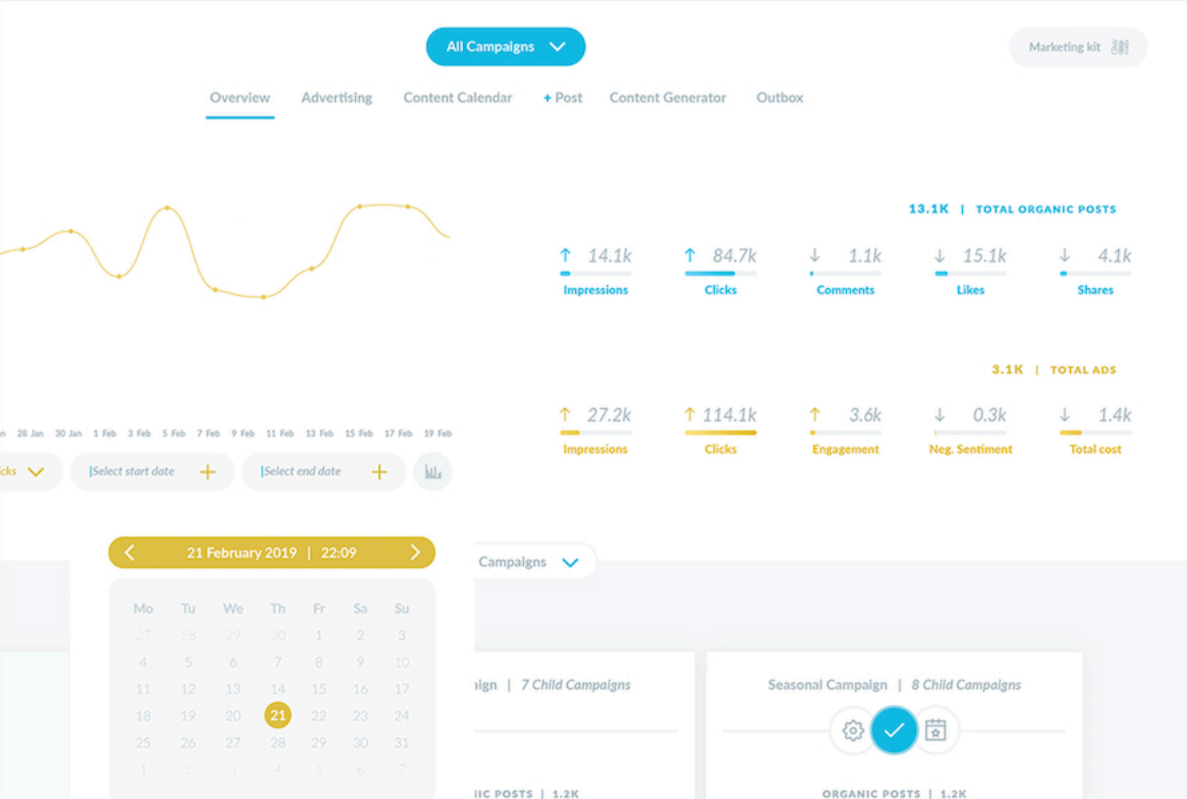**Detailed profile of customer based on social accounts and previous interactions**

Direct message reply link to take conversations private

Two-way CRM integration creates a single customer view

All Campaigns ⌄

Overview   Advertising   Content Calendar   + Post   Content Generator   Outbox

Marketing kit

13.1K | TOTAL ORGANIC POSTS

↑ 14.1k   ↑ 84.7k   ↓ 1.1k   ↓ 15.1k   ↓ 4.1k
Impressions   Clicks   Comments   Likes   Shares

3.1K | TOTAL ADS

↑ 27.2k   ↑ 114.1k   ↑ 3.6k   ↓ 0.3k   ↓ 1.4k
Impressions   Clicks   Engagement   Neg. Sentiment   Total cost

28 Jan 30 Jan 1 Feb 3 Feb 5 Feb 7 Feb 9 Feb 11 Feb 13 Feb 15 Feb 17 Feb 19 Feb

cks ⌄ |Select start date + |Select end date +

‹ **21 February 2019 | 22:09** ›

Mo	Tu	We	Th	Fr	Sa	Su
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	**21**	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Campaigns ⌄

ign | *7 Child Campaigns*

Seasonal Campaign | *8 Child Campaigns*

⚙ ✓ 📅

IC POSTS | 1.2K   ORGANIC POSTS | 1.2K

Create targeted campaigns based on clear insights and inspire your customers to take action. One place for all of your organic social media, paid social media advertising and reporting needs - ensuring complete visibility and consistency. Schedule and deliver a compelling message at a precise moment and prove the real ROI of your efforts.

Schedule or publish across all networks and accounts simultaneously

Boost important posts for greater reach, clicks and engagement

Create individual posts or bulk upload using a spreadsheet

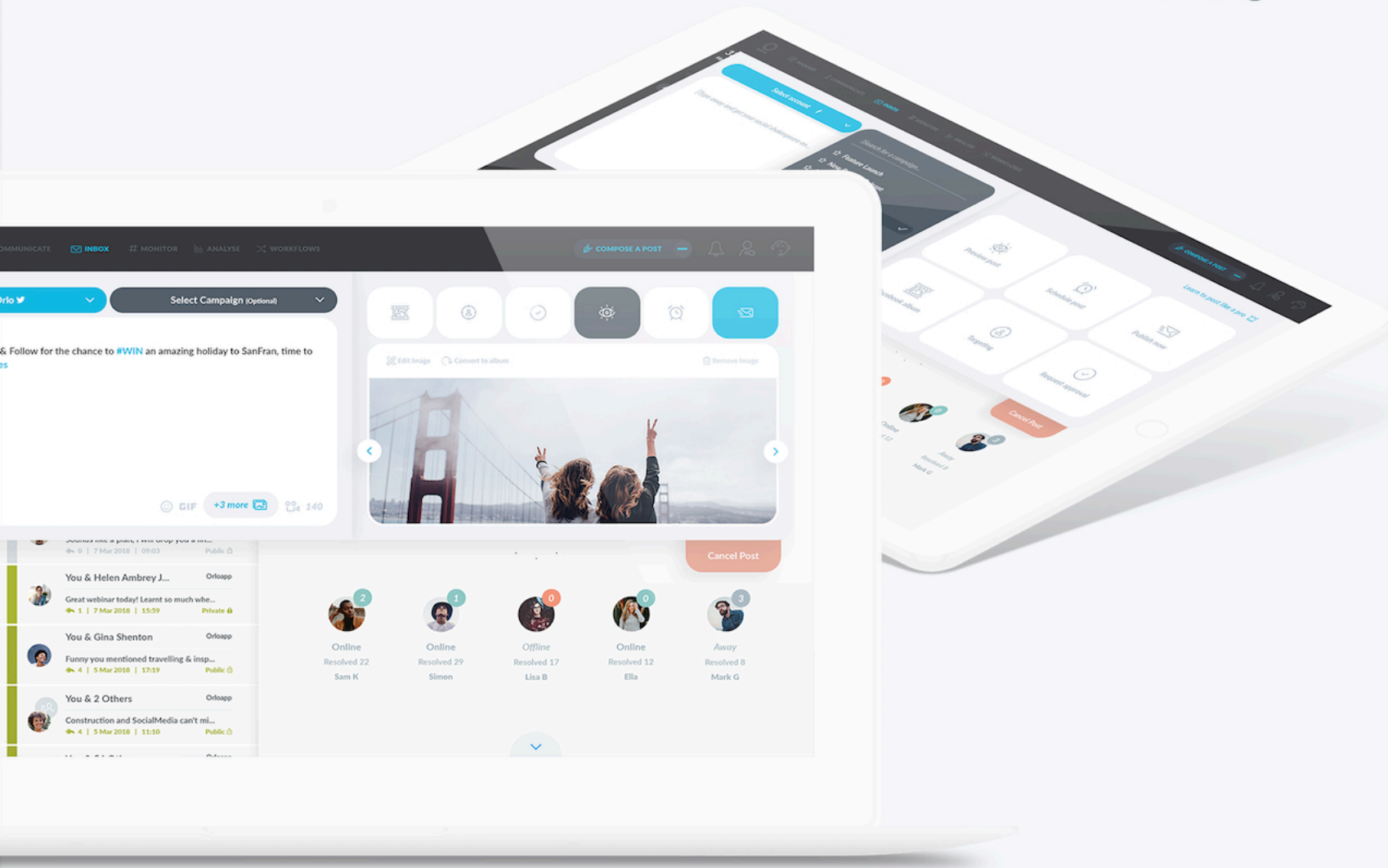Content library and branded URLs ensure strong engagement

Complete paid advertising functionality for Facebook and LinkedIn

Audience targeting options for organic Facebook and Linkedin posts

In-built photo-editor includes resizing, cropping and enhancing features

Add notes to scheduled and published posts for internal feedback

Quick drop-down for tagging influencers or colleagues into posts
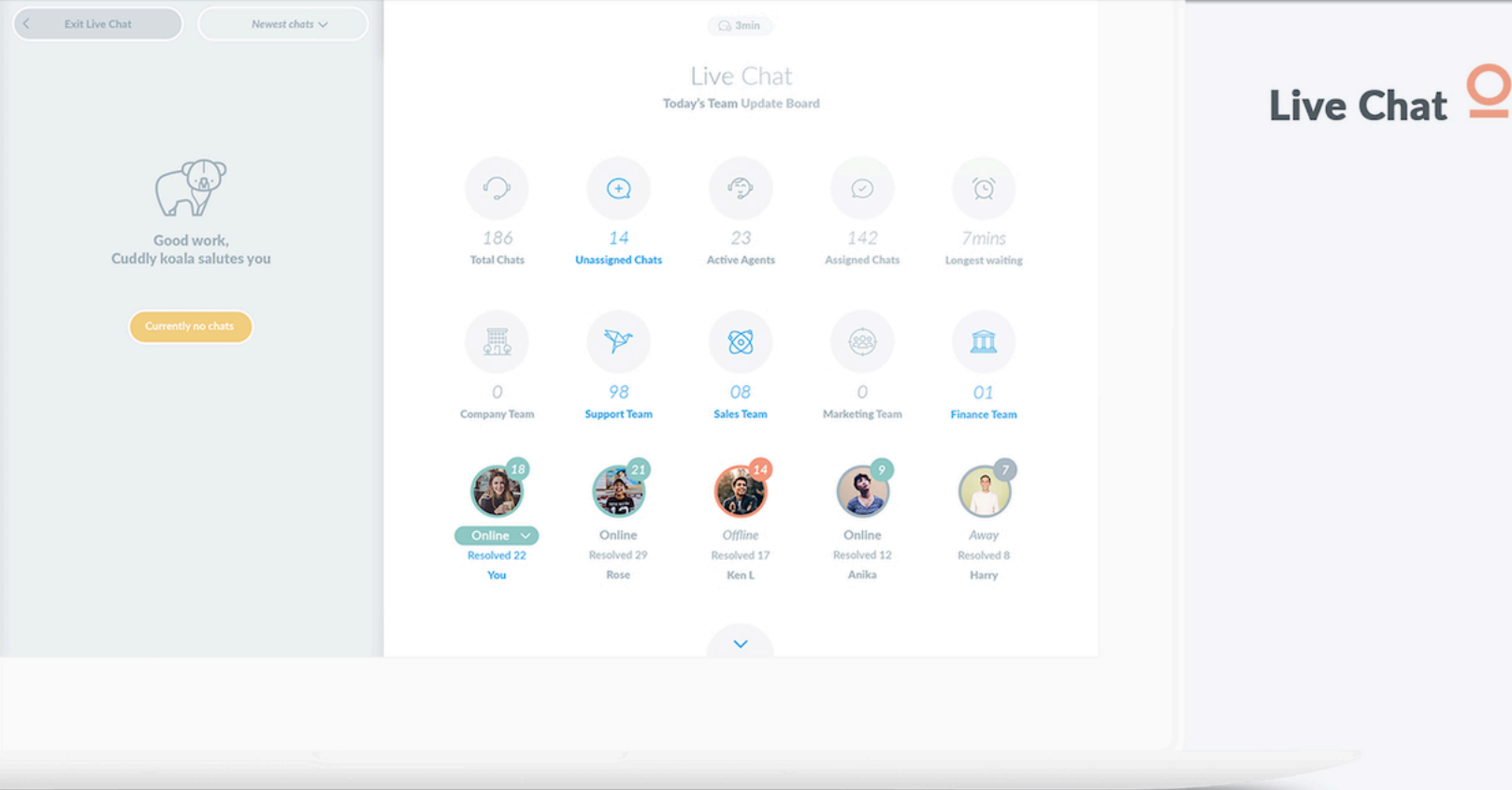
Content generator collates industry news for sharing

Optimum times to post clearly identified

Customisable permissions, approval, security and alert settings

Live Chat

Today's Team Update Board

⌒ 3min

| 186 Total Chats | 14 Unassigned Chats | 23 Active Agents | 142 Assigned Chats | 7mins Longest waiting |

| 0 Company Team | 98 Support Team | 08 Sales Team | 0 Marketing Team | 01 Finance Team |

| 18 Online ⌄ Resolved 22 You | 21 Online Resolved 29 Rose | 14 Offline Resolved 17 Ken L | 9 Online Resolved 12 Anika | 7 Away Resolved 8 Harry |

Good work,
Cuddly koala salutes you

Currently no chats

Create powerful online moments by using meaningful conversations to drive sales and support. Join-up live chat and social media channels and create consistently powerful customer experiences. Move seamlessly across multiple conversations and be there instantly for website visitors when they need you most.

A dashboard to manage teams and individuals

Real-time customisable reporting

Assign messages to colleagues or escalate to managers

Add notes to a chat for context and collaboration

Build a unified customer view with a two-way CRM integration

Send and receive multiple file types
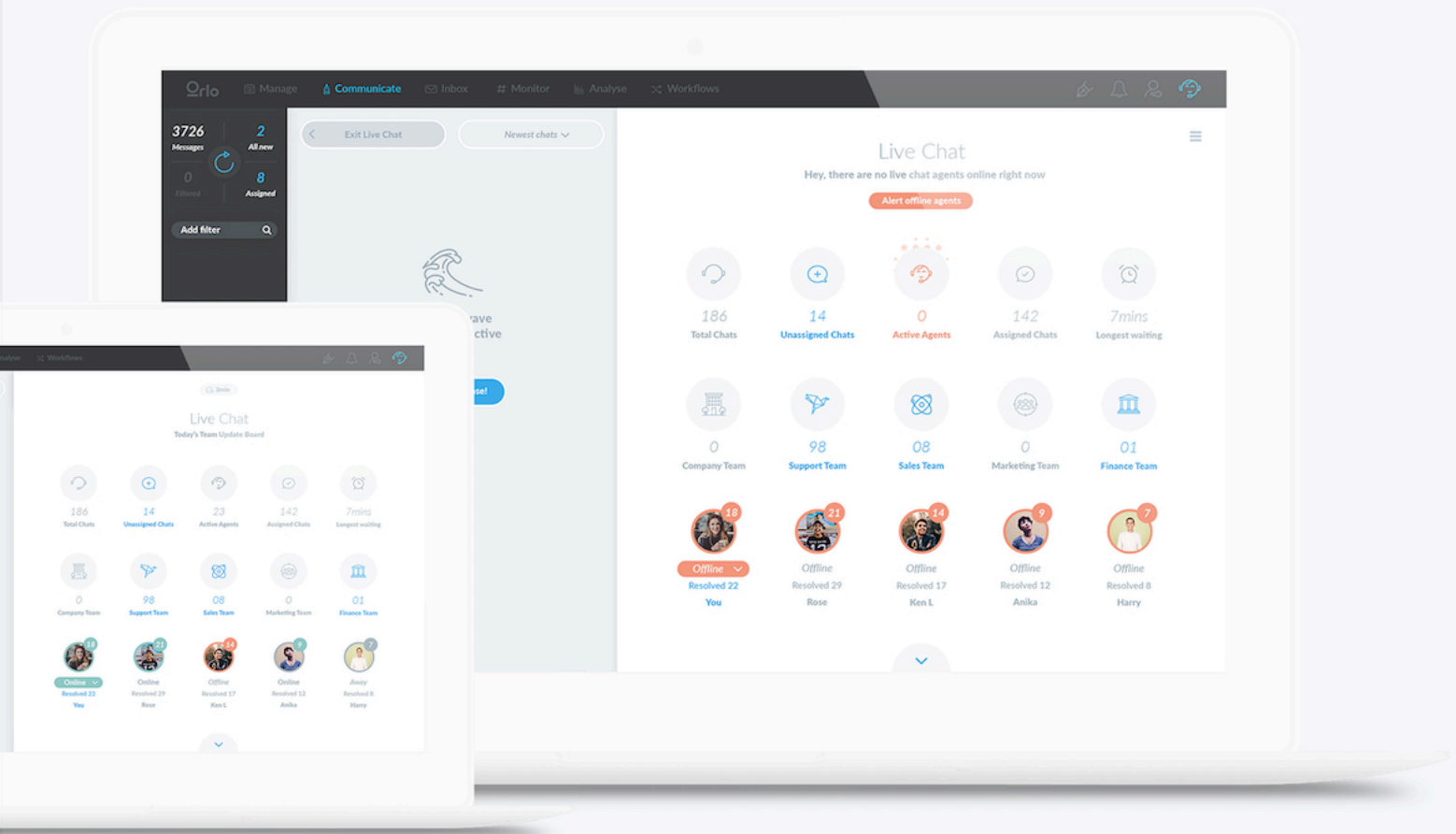
Let customers rate chats for continual improvement

Customise website chat widgets with your own branding

Queue position notifications for customers

Emergency disable button for live chats

Engage your true customers with compelling content at the perfect moment. Ensure your most important posts land in your customers' feeds when it matters most. Combine paid and organic social media, alongside a suite of analytics and inspire current and future customers into action.

Boost top-performing organic posts or create standalone adverts

Granular targeting options provide maximum accuracy

Orlo suggests posts based on your desired outcomes

Consolidate organic and paid reporting for full visibility and insight

Create template adverts and audiences for fast ad creation

Customisable control of budget, permissions and security

Create parent and sub-campaigns for A/B testing

Set adverts for validation and feedback before publishing
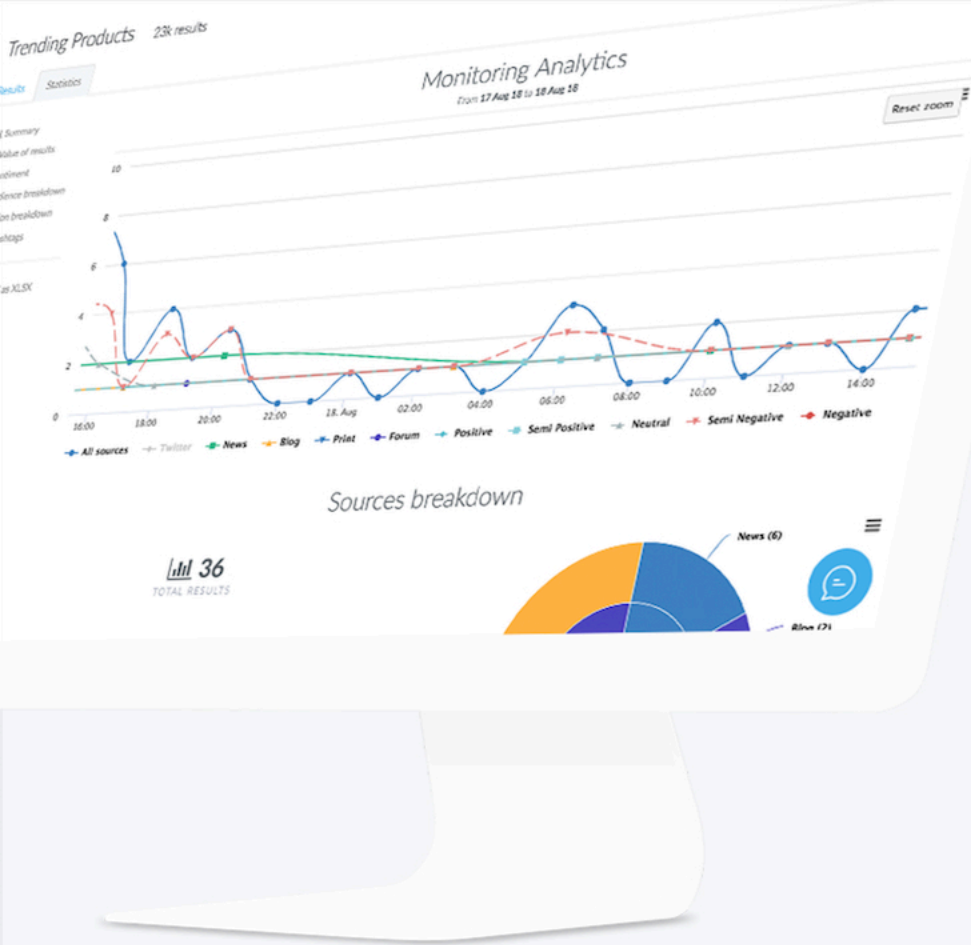
Understand your customers and act quickly on the next big opportunity or crisis. Incredible customer experiences start with insights into your brand, industry and customers. Monitor social, online and print and use these to develop products, inform strategies and stay ahead of the competition.

Build customisable monitoring streams across single or multiple networks

Monitor mentioned and indirect conversations around your brand

Identify and join conversations around your brand

Monitor by keywords, hashtags, phrases and accounts

Engage Influencers and monitor competitors

Calculate the PR value of conversations around your brand
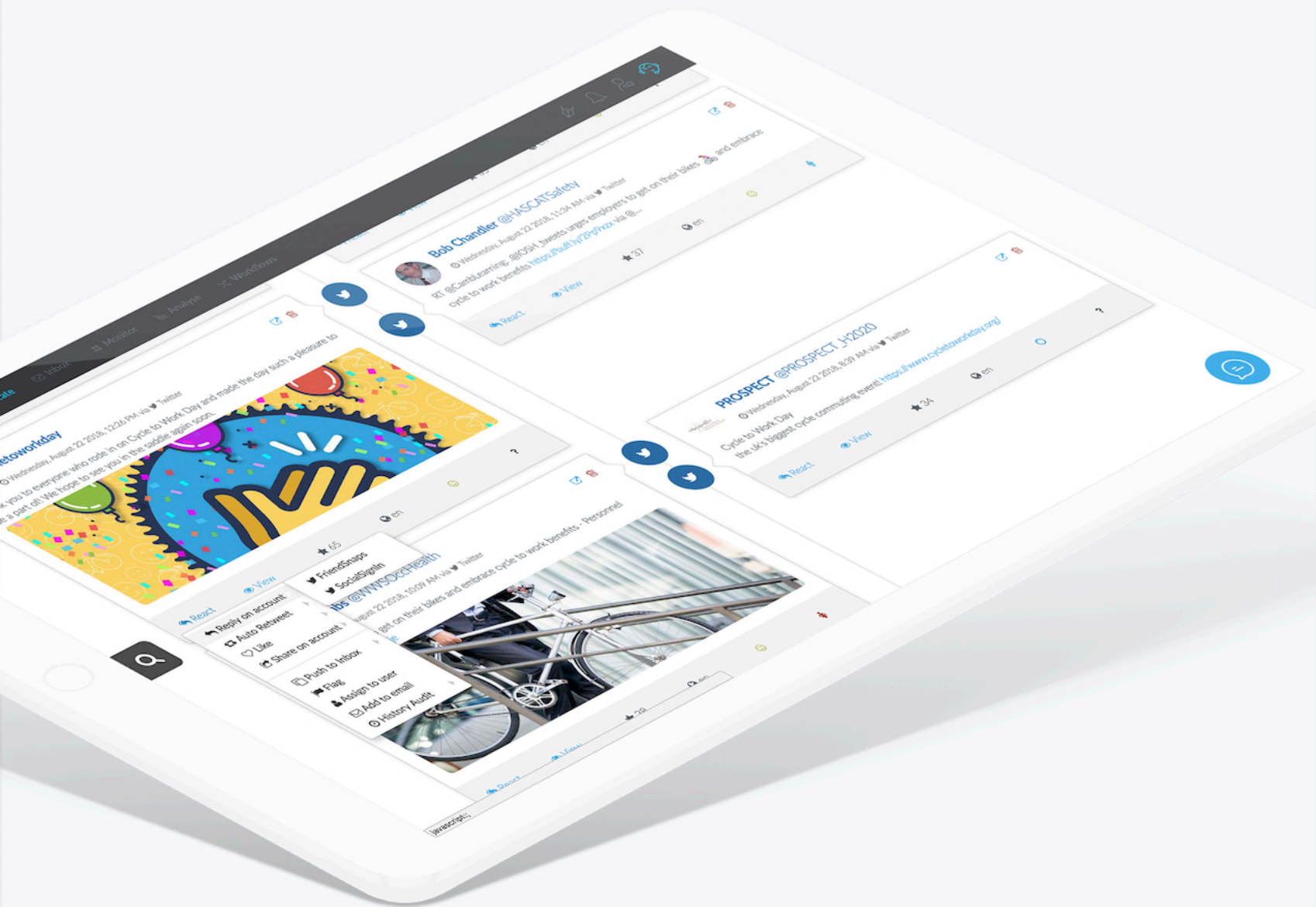
Sentiment automatically attributed to coverage

Quickly share, flag, assign, or escalate coverage to stakeholders
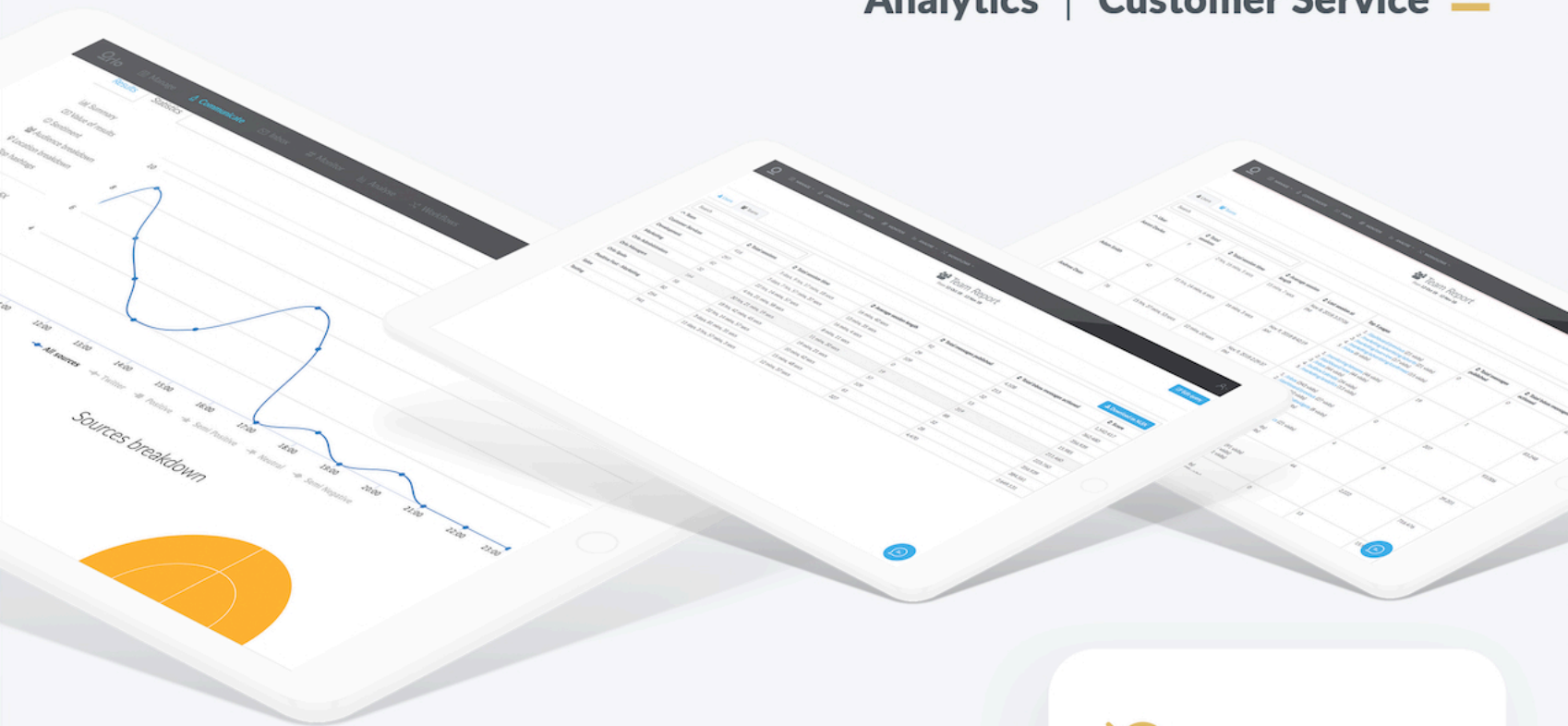
A suite of customisable, unlimited reports illuminates which customer service, marketing and PR strategies are resonating with your audience and why - allowing you to do more of what works.

Identify changing trends on inbound / outbound messages

World map shows key engagement locations

Analyse response time, conversation length and resolution time

Monitor individual and team performance in relation to KPI's

Fastest / slowest response times shown on weekly calendar

Peak / lowest engagement times shown on weekly calendar

Sentiment auto-tracked around customer service operation

Conversation sentiment change

End sentiment: Neutral

End sentiment: Semi Positive

End sentiment: Positive
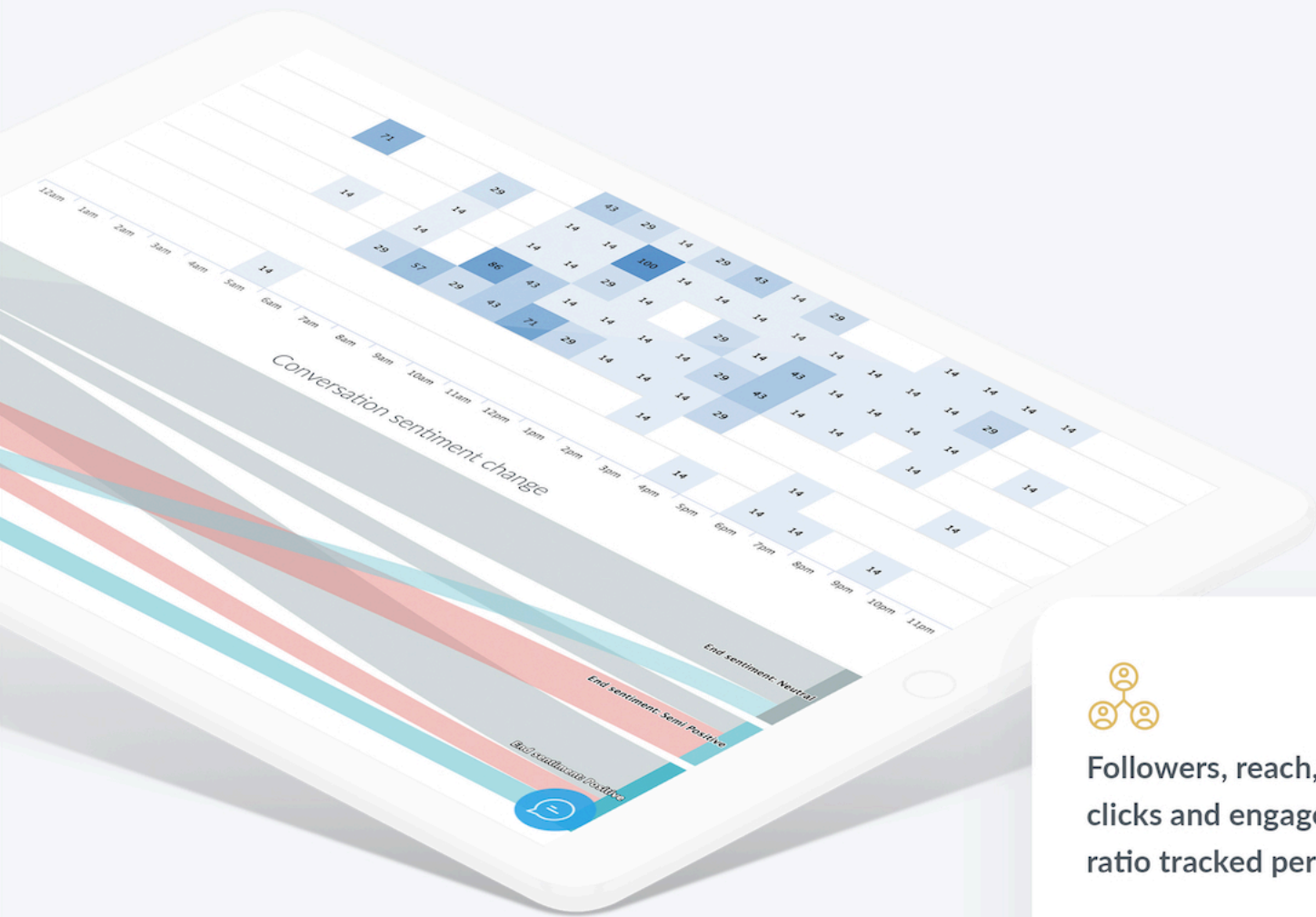
Followers, reach, link clicks and engagement ratio tracked per account

Peaks in reach and clicks shown on calendar

World map shows where audience is engaging with content

Optimum times to post clearly identified

Top-performing posts by reach and clicks identified

Track socially-driven web traffic, form completions and ecommerce

Attribute posts to specific campaigns and analyse performance

Investigate spikes in PR coverage

Assign PR value to coverage

Identify top coverage by value

Breakdown of coverage by source
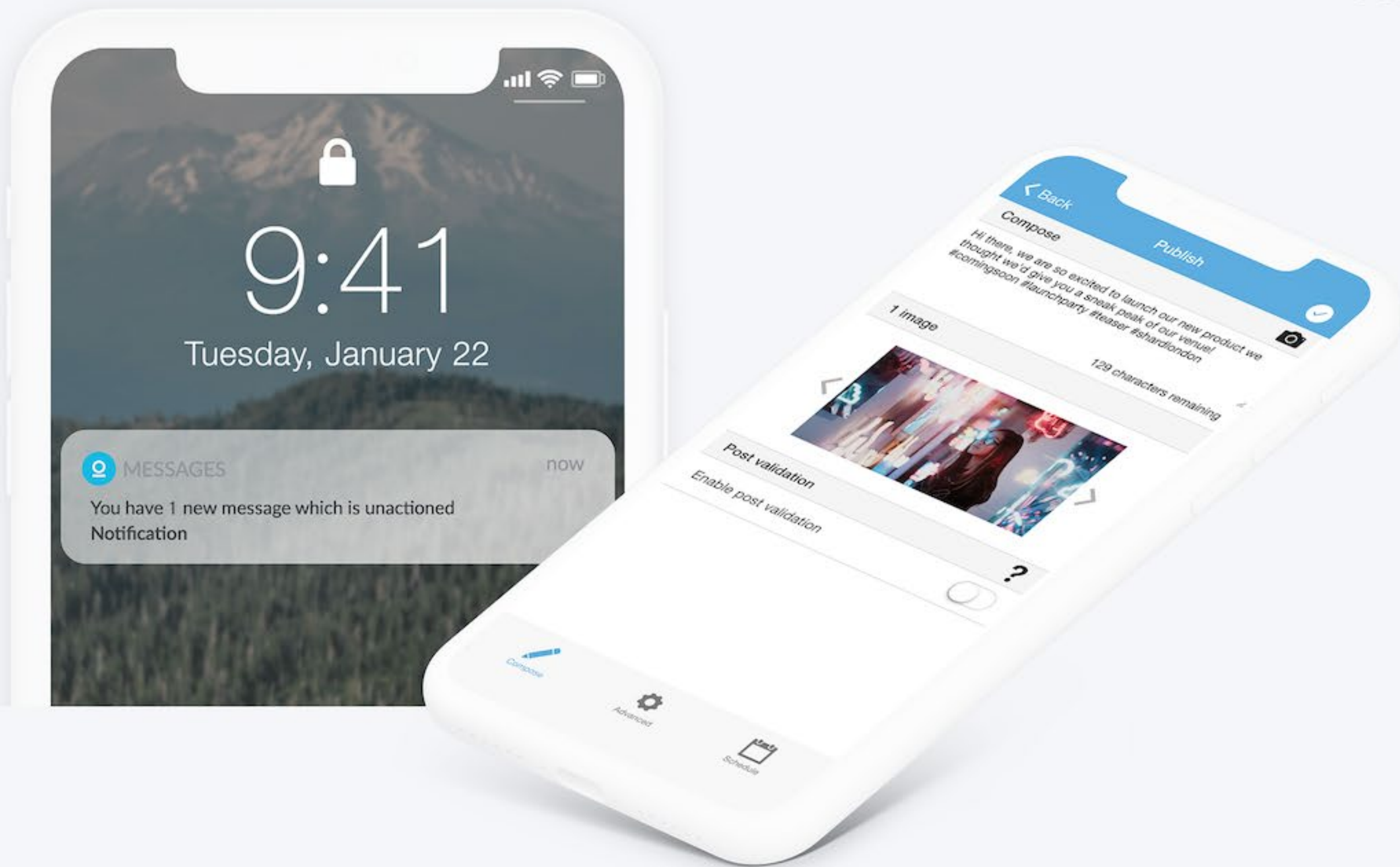
Operate at the speed of social and never miss a moment that matters. Support your customers, move fast on opportunities and stay close to your content and your team. The Orlo mobile app gives you complete visibility and control while on-the-go.

Capture an image, edit and publish

Publish posts and respond across all social media accounts

Tag posts as part of specific campaigns
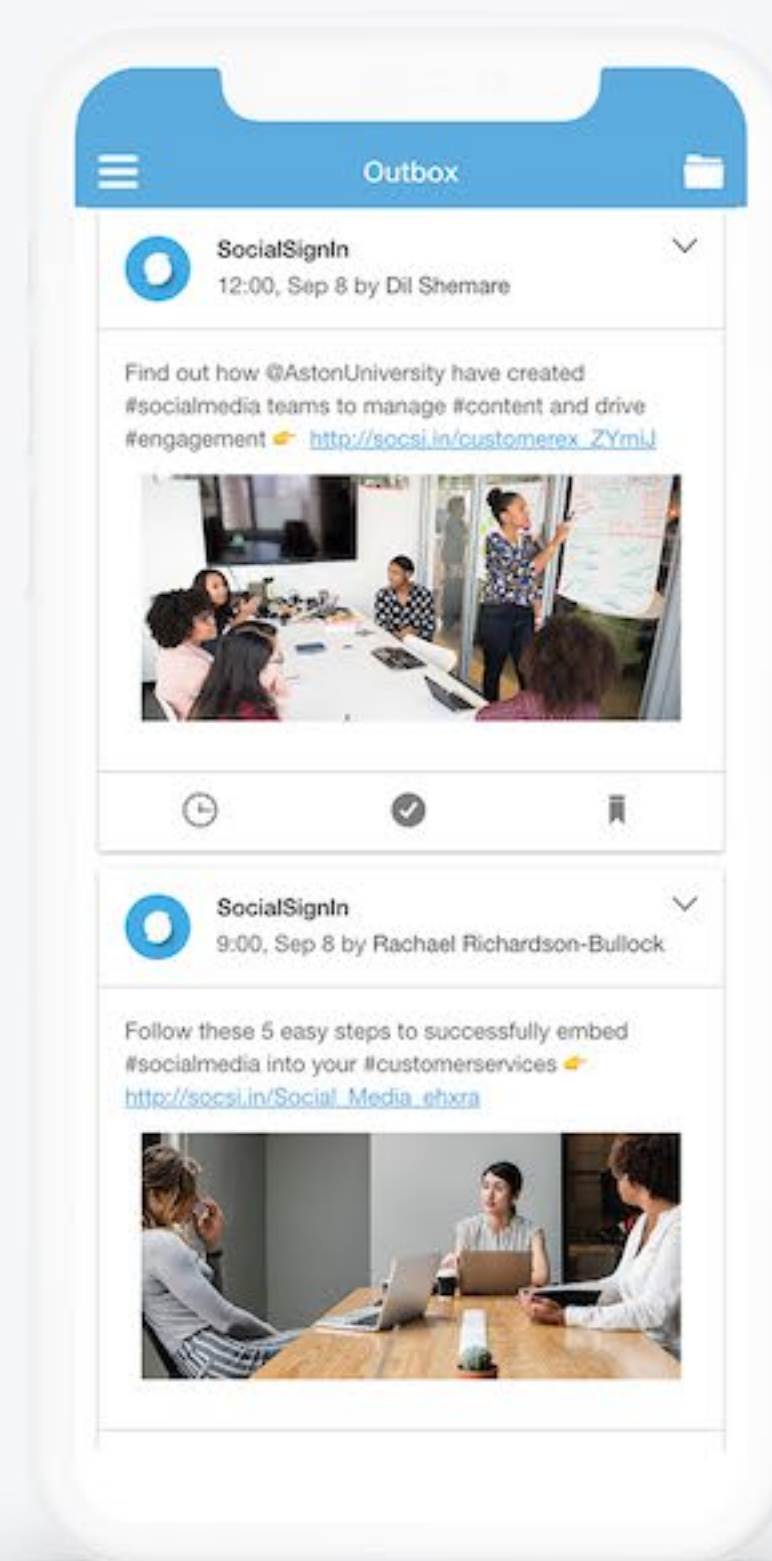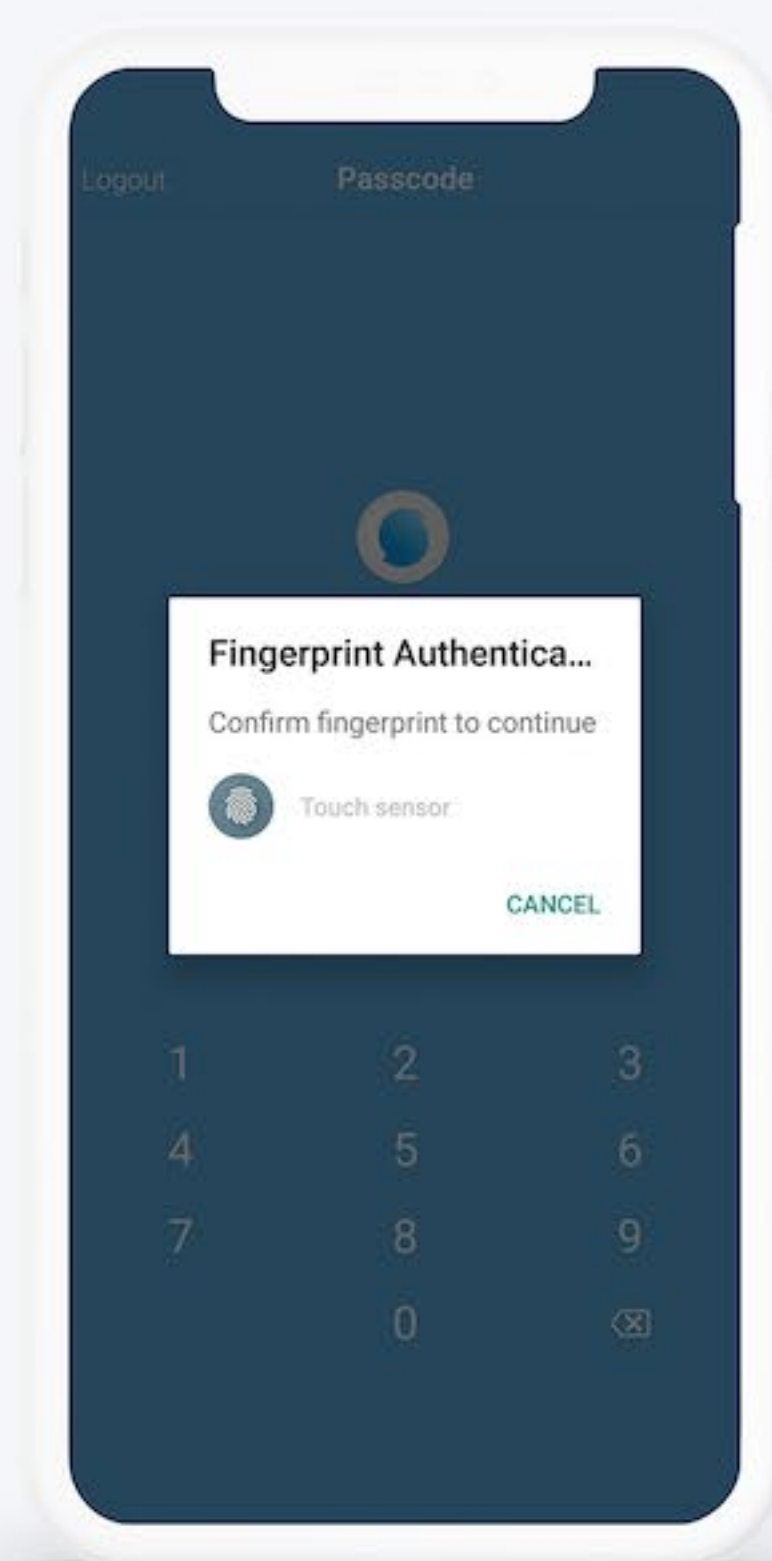
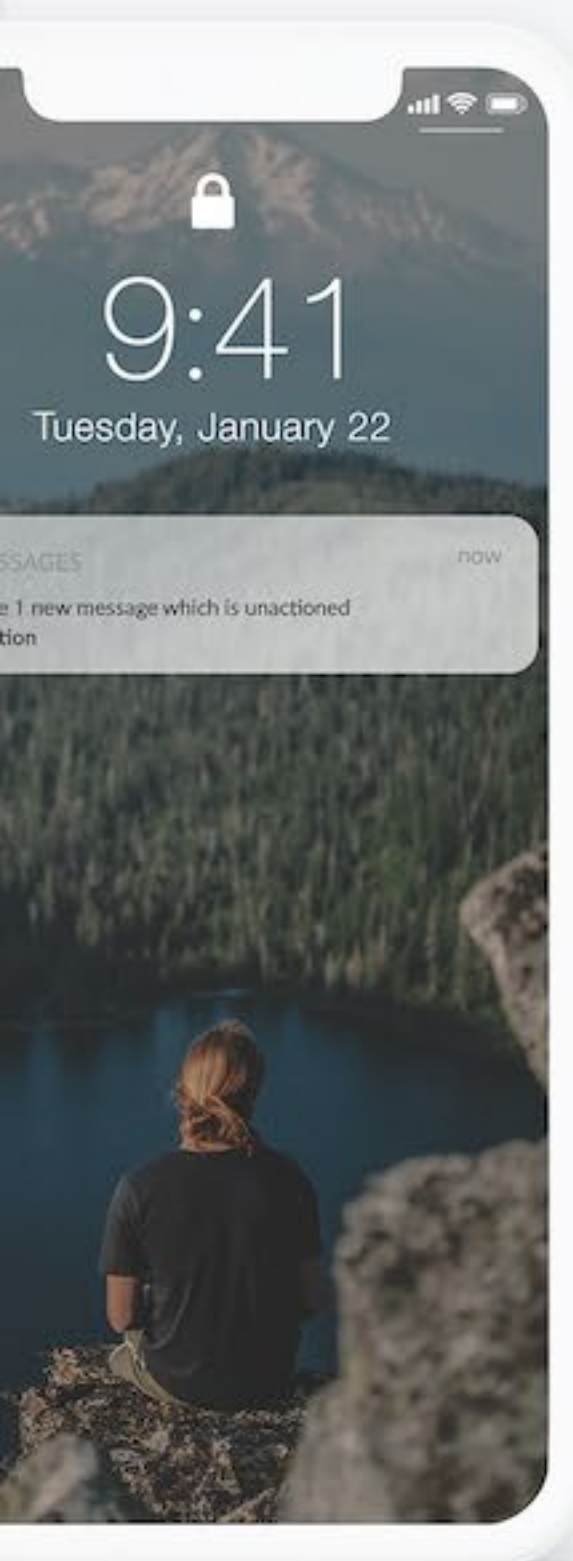Apply message filters and edit message sentiment

Notification alerts for new messages or those assigned to you

Notification alerts for posts published or which failed to publish
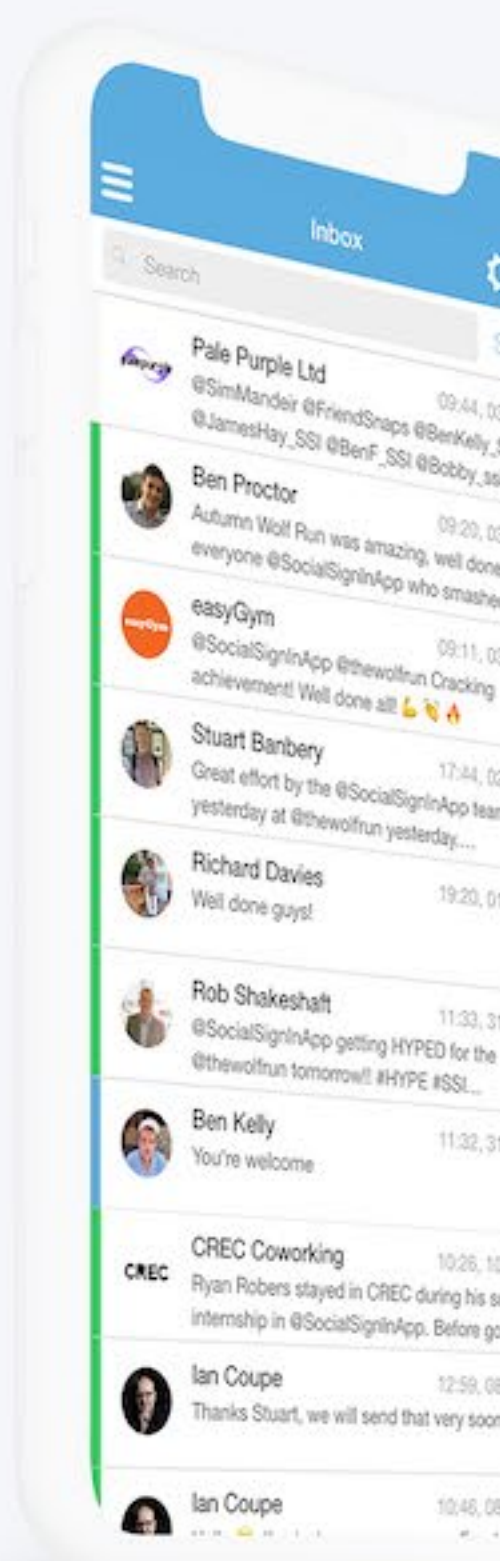
Approve content that has been set for validation

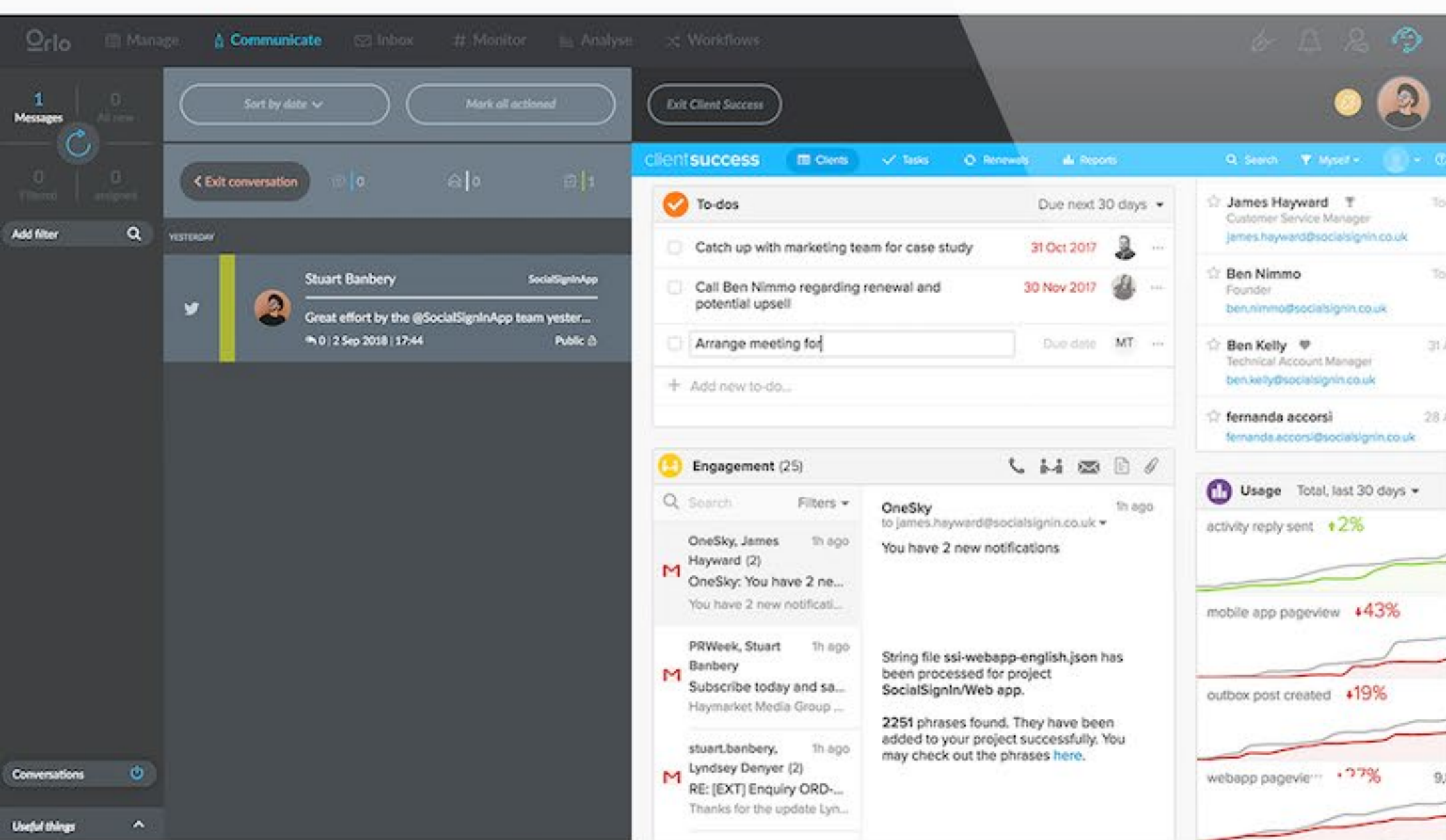**Collaborate with colleagues or escalate messages to managers**

Monitor your social accounts, customers and partners

**PIN code and fingerprint access for extra security**

Deliver fast, informed interactions that create powerful customer moments and clear internal efficiency. Build a complete, unified view of your customers and move seamlessly between channels - just as your customers do - creating incredible online experiences, sales opportunities and deep customer understanding.

Integrate any standard or bespoke CRM system

Quick search and find look-up for CRM records
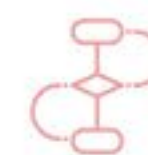
Two-way integrations pulls and pushes data both ways

A complete view across every customer interaction

See a CRM snapshot or fully-launch any application

Customer Success at Orlo

Orlo's users are supported in real-time using in-app live chat by Orlo's UK support team, who also provide unlimited online training sessions, a library of technical knowledge base articles and access to webinars and industry research with leading brands.

Dedicated customer success manager

Unlimited online training sessions

On-site tailored training sessions available

Real-time live chat support

Knowledge base support articles

Free learning opportunities via webinar, blogs and events

Join us

Join the thousands of global users from hundreds of award-winning brands who are engaging and delighting their customers through Orlo's technology.

national express   ☆cineworld   Mercedes-Benz   Iceland   Mitchells & Butlers   npower

Ofwat   ecotricity   Haven   MANCHESTER CITY COUNCIL   LAURA ASHLEY

Birmingham City Council   ocado   Countrywide   Admiral   Companies House   BLUE INC   The Open University

Orlo