



The only digital platform designed for the UK public sector to increase engagement, improve citizen experience, and build trust

Create stronger and more resilient communities by building trust through brilliant conversations

We empower public sector organisations to connect with their citizens through our integrated solutions:



Social Media Management

Transform your comms to create, approve, schedule, boost, and measure the impact of social campaigns from one place. Drive cost efficiencies and save valuable resources.



Insights

Combine the power of media monitoring, social listening, and AI to discover what your citizens think, want, and need. Take advantage of citizen intelligence to drive your actions and shape your policies.



Customer Service

Manage digital conversations across your website's live chat, socials, WhatsApp, and SMS for a seamless customer experience. Improve response rates and times while freeing up agents with our AI Chatbot.



Listening

We analyse over 2.5 million data sources so you don't miss out on tagged and untagged mentions whether it's social, blogs, forums, news, reviews, and more. Monitor keywords, hashtags and mentions while collecting real-time data to identify sentiments and key trends.



Social Media Management

Looking to optimise your social media campaigns for maximum impact? Orlo is your solution! Our platform empowers you to smash your communication and engagement goals, ensuring your messages are effective, efficient, and evaluated. And, did we mention that we are the UK's *only* SMM platform that integrates with neighbourhood app Nextdoor?

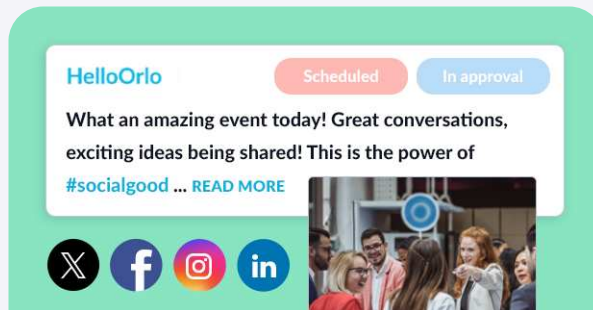
71%
Increase in
followers



24.8m
Reach across
social accounts

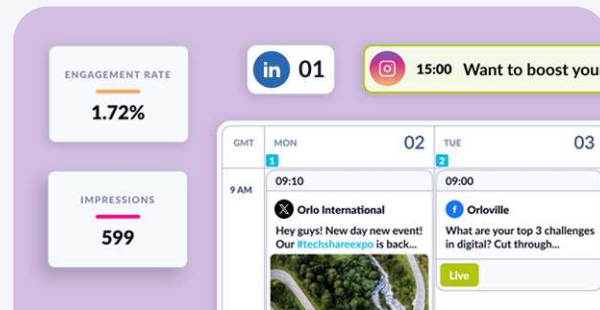


30%
Increase in
engagement



Simplify and save time

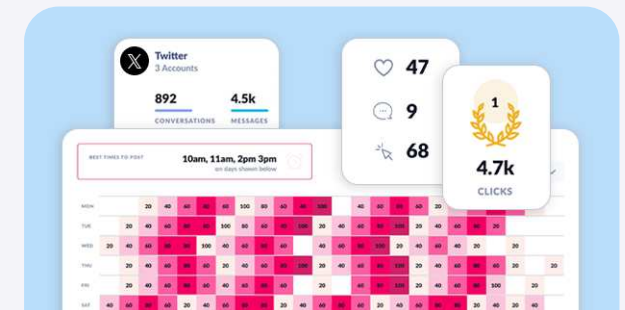
Managing endless content across multiple accounts and ever-growing channels is no longer a challenge. With Orlo, you can create, collaborate, approve, schedule, and manage all your social content and digital conversations from one place. Weave time and cost efficiencies into your social media processes and save your team a whole load of energy, too!



Create content that shines

Be proactive by scheduling posts, reels, or stories in advance using our Content Calendar. Overcome writer's block with our AI caption generator, powered by ChatGPT, to craft captivating posts effortlessly.

Take advantage of the built-in heatmap to know the best time to post for maximum engagement.



Measure your impact

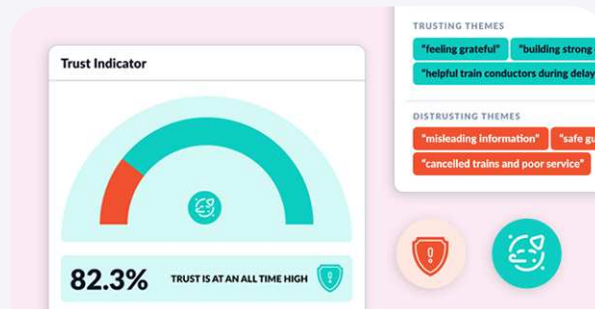
Orlo's powerful analytics paint a clear picture of which content is reaching and resonating with your community and helping you achieve organisational objectives such as citizen satisfaction.

Use our benchmarking tool to compare your performance against peers.

Insights

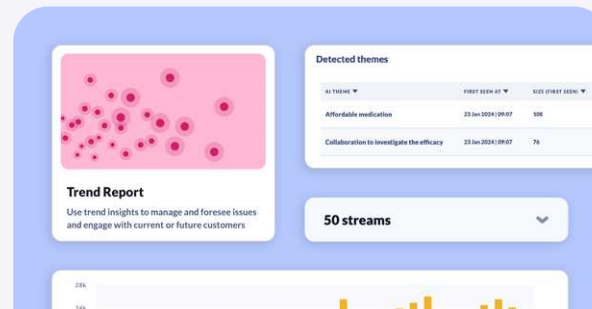
What are your surveys NOT telling you? Harnessing the power of industry leading AI, analyse over 2.5 million data sources to surface actionable intelligence about your community in real-time. Insights cuts through the noise to help you build trust, proactively engage with your community, and deliver against your strategic objectives.

2/3 of the UK public don't trust public institutions to represent their interests.



Measure trust

Inspired by research from Harvard Business School and based on a unique algorithm, Orlo's unique Trust Indicator is designed to capture the voice of your community to understand how trusted you are. Uncover the drivers behind trust and mistrust and how those levels change over time to actively manage your organisation's reputation in the community.



Voice of the citizen

Identify key themes and trends in your audience conversations to plan and tailor future communications to specific issues being discussed and target demographics. Measure the increase in community engagement in online discussions, while tracking the expansion of your audience and their demographics through our reports.



Insight-driven planning

With budget pressures and a myriad of competing needs, it's difficult to know where to prioritise money and resources. While surveys only collect the opinions of a small minority or demographic of your community, Insights captures the voice of the silent majority to highlight what matters most so you achieve your most important objectives.

Customer Service

Bring together all your digital conversations to empower you and your team to improve your citizens' experience and deflect demand using our AI powered Chatbot. Whether your interactions take place through social, live chat, WhatsApp, or SMS, effortlessly deliver the best possible service without ever leaving the Inbox.

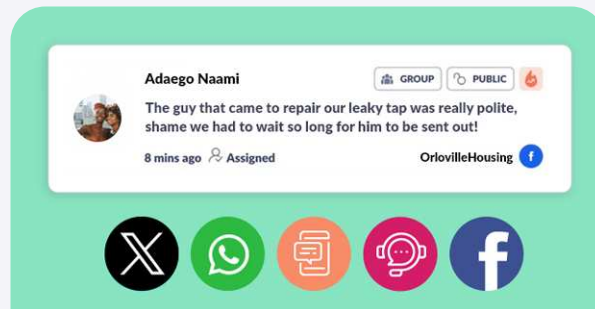
94%
decrease in
response time



£331k
annual
savings

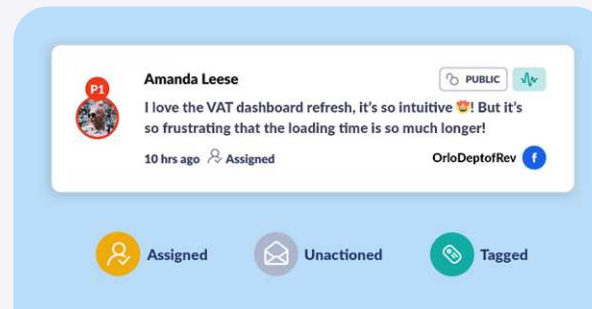
Bromford.

5.17 mins
average response
time



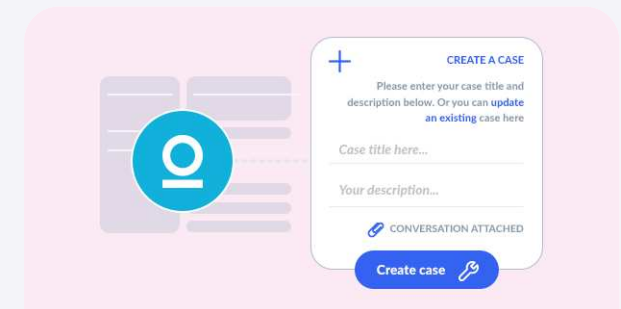
It's a digital revolution

Traditional channels - like the phone - not only come with a far higher cost to serve than their digital equivalents, but they're decreasing in popularity too. Future proof your engagement strategy, serve your customers on the channels they choose, drive efficiency with AI led tech and cut costs at the same time - it's a win, win, win!



Teamwork = Dreamwork

Collaborating with your team when managing customer cases isn't always simple. Using Orlo, you can easily assign messages to users, add notes for further context and ensure all of your responses are hitting the mark. Approval flags and validation processes mean you can offer support where needed and nothing will ever fall through the cracks.



All for one, one for all

Toggle between systems holding different customer data just isn't efficient. Orlo can integrate with your existing CRM system to combine all of your customer data in one place, creating a single, unified customer view. Remove data silos, reduce the chance of human error and improve auditability by ensuring everyone's singing from the same hymn sheet.

Listening

Keep your finger on the pulse and filter out the noise by monitoring the keywords, hashtags, phrases, and accounts that are most important to you and your communities, so you can build trust by being part of the conversations that matter. With powerful media monitoring, Orlo makes it easy to identify trends, inform strategies, develop campaigns, and stay one step ahead.

Dissatisfied citizens are twice as likely to publicly express their unhappiness.

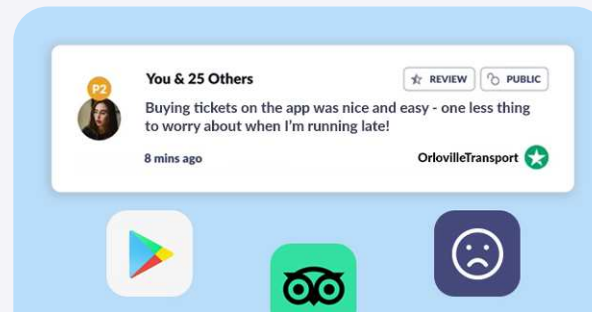
McKinsey
& Company



Listen everywhere

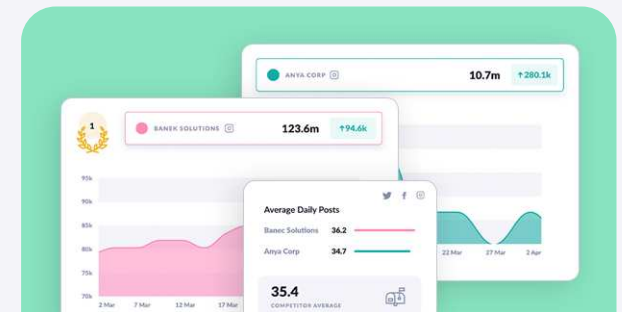
From blogs, forums, and news articles, to public and private conversations on social channels, listen to more than 2.5 million data sources across the web!

Monitor online conversations to quickly respond to customer feedback, resolve issues, and manage your online reputation effectively.



Amplify success

There's nothing better for your reputation than a glowing citizen or community story, whether reported on national news, local press, or a social media post. Make the good stuff work ten times harder, by turning results from your social listening streams into new content in just a few clicks. Address negative sentiments promptly to prevent potential crises.



Industry intelligence

Social listening provides insights into your peers' activities, campaigns, and customer interactions for benchmarking.

Identify opportunities for local partnerships, emerging trends or issues, and best industry practice to improve your citizen engagement.

The Orlo Difference



Dedicated to the public sector

Our platform focuses on delivering the best citizen and community experience across social and digital channels. That's why we are trusted by over 80% of UK police forces, 30% of local authorities, plus numerous housing associations, healthcare providers and transport operators - and our customer base is growing!



Exceptional, UK-based Customer Support

We passionately believe that our success only comes from your success. Our experienced, UK-based Customer Success team apply their deep industry knowledge to support you at every stage - from onboarding to training to business reviews - to ensure you are fully realising the benefits of Orlo.



Unmatched security credentials

Orlo is committed to a security-first mindset, boasting credentials that are unmatched by any of our competitors. Benefit from UK-based data processing and storage, and ISO 27001 and Cyber Essentials Plus certifications, making it easier for you to comply with PPN 09/23.



Contact Us

Think we might be the one that you want?

If you're hopelessly devoted to delivering a great customer experience through digital channels too, then we're sure we'd go together like rama lama lama ka dinga da dinga dong.

So, what are you waiting for? Get in touch and let us know we're *the one that you want!*



orlo.tech



+44 121 368 1420



hello@orlo.tech



@HelloOrlo



/HelloOrlo



@HelloOrlo