

# Orlo's CX playlist

2020 was certainly the year in which organisations were forced to adapt and change to meet the demands of their customers and audience. There's a customer experience revolution going on out there and we've got your 2021 playlist sorted!



## "Don't leave me hanging on the telephone"

### Hanging on the Telephone by Blondie

It's time to embrace digital channel shift and look to the future. Serve your customers on the channels they choose, in the moments that matter, saving your organisation a time and a few pennies to boot.

**Bain & Company** found that when companies engage and respond to customer service requests over social, those customers end up spending **20-40%** more.



## "I'm just a soul whose intentions are good, oh Lord, please don't let me be misunderstood"

### Don't let me be misunderstood by The Animals

Collaborating with your team when managing customer cases isn't always simple. Be sure everyone's responses are hitting the mark and your brand's tone of voice shines through by setting up validation processes for sign off before a message is sent out.

## "All together now, all together now, all together now, in no man's land"



### All together now by The Farm

Ever feel like there just aren't enough hours in the day? It's no secret that marketing and customer service are two of the most time-poor departments in any organisation. Bring everything together, in one place to manage your digital conversations with Orlo.

## "Stop right now thank you very much, I need somebody with a human touch"

### Stop by Spice Girls

It's the personal touch that matters when you've got an issue you need help with or have an enquiry. Orlo's ability to integrate with your existing CRM system brings all your customer data together to help agents provide a more human experience.

**Forbes** found that **71%** of consumers who had a positive experience with a brand on social media are more likely to recommend that brand their friends or family. to



## "Oh how can I forget you when there's always something there to remind me"

### Always something there to remind me by Sandie Shaw

Sit back and relax, safe in the knowledge that your incoming messages are being dealt with. Orlo's Push Mode for Social enables you and your CS team to seamlessly manage the flow of inbound social media messages, at scale.

**Gartner** found that failure to respond via social channels can lead to a **15%** increase in the churn rate for existing customers.