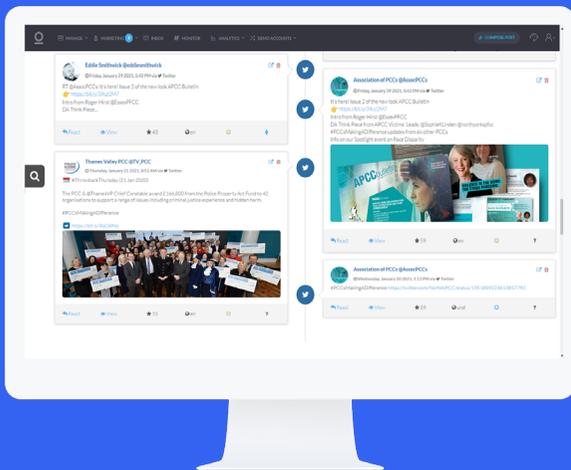




Product Feature: Social Listening



Keep your finger on the pulse and act in the moment

Whether customers are tagging your organisation in their posts or talking about you without a direct mention, Orlo's Social Listening tool lets you join in with the conversations that matter. Customise your streams to filter out the noise and monitor what's most important to you - you never know, you could stop a Twitter storm in its tracks!



The more you know...

Incredible customer experiences start with understanding your audience - discover who they are, where they are, their value as a social influencer and the posts that are landing with them. You can then use these insights to develop products, inform strategies and stay ahead of the competition.



A joint effort

Like and share posts, flag them for later, assign to an agent or a team, or escalate posts to colleagues from within the platform in a couple of clicks, enabling you to work together to make the most of every customer moment. There's even a history log, so you can avoid duplicating effort or committing any social media gaffes!





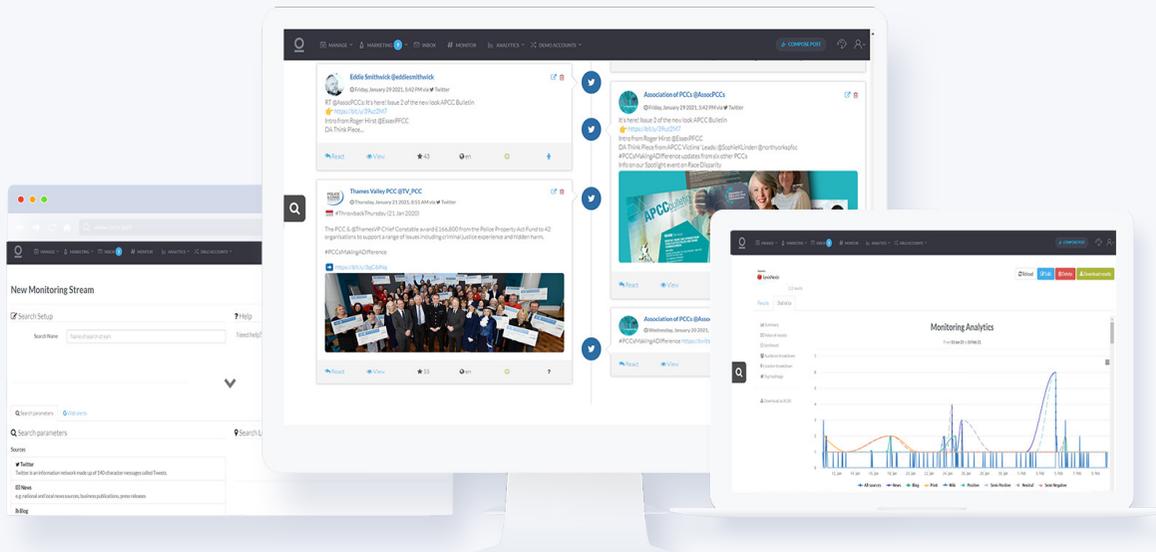
One step ahead

Keep your finger on the pulse by monitoring keywords, hashtags, phrases and accounts, so you can react to trending content and earn brownie points for your brand, or respond to an emerging crisis and prevent things from escalating. By pushing messages to your Inbox, you can even set off your Triggers. Automation + Social Listening = a match made in heaven!



Stop, press!

Monitor mentions of your brand beyond Twitter and Google Adwords and keep an eye on over 2 million data sources, including print media and content behind paywalls with our Media Monitoring solution. We even calculate the value of the results based on the ad spend needed to generate the same results. Download the data to make presenting ROI to your team a doddle.



Join the herd

Want to find out more or see our platform in action?

There's always a member of Team Orlo who's happy to have a chat, answer any questions and welcome you to the Orlo herd!



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