



Product Feature: Triggers

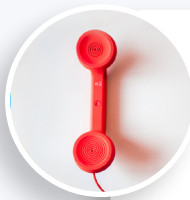
When every second counts - automate!

Triggers are a handy little tool for managing your social messages. They're the recipes for success you create for the Orlo Platform to follow if certain criteria are met. So, whether a message gets pushed to a certain agent or team, an internal note is added to the message or the message is tagged so it's clearly identifiable, the possibilities are endless!



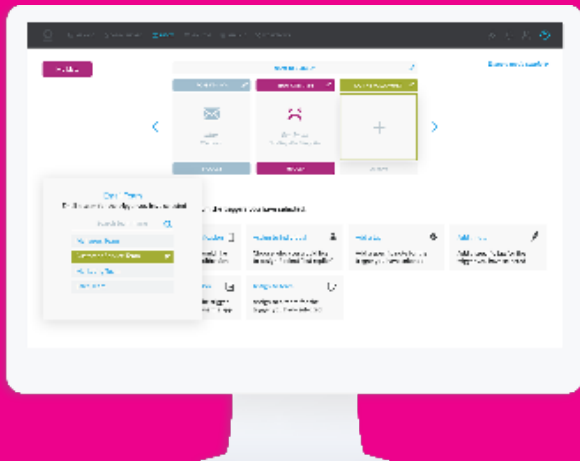
Be in the know

Whip up the perfect recipe for automation across your inbound and outbound messages. Whether they're based on sentiment, keywords, tags or languages, ensure you're alerted to the messages and conversations that matter most to your organisation. Notifications can be sent out to your staff in an instant via email, the platform or Orlo's mobile app - the choice is yours!



Always on call

Triggers let you sit back and relax whilst still keeping your eye on the ball outside of normal working hours. Automated actions help you and your team react and respond in the moment, to avoid a crisis or to share the good news. With your CRM integration plugged in too, records are always complete, so you never miss a trick.





Right people, right time

Reduce the need for manual processes and improve efficiency with your tailored Triggers. In just a few easy steps, you can get them all set up and ready to go, making sure your important messages land in front of the right team member, at the right time. And you can get a real-time overview of how your team is getting on using Orlo's team reports.



Next level AI

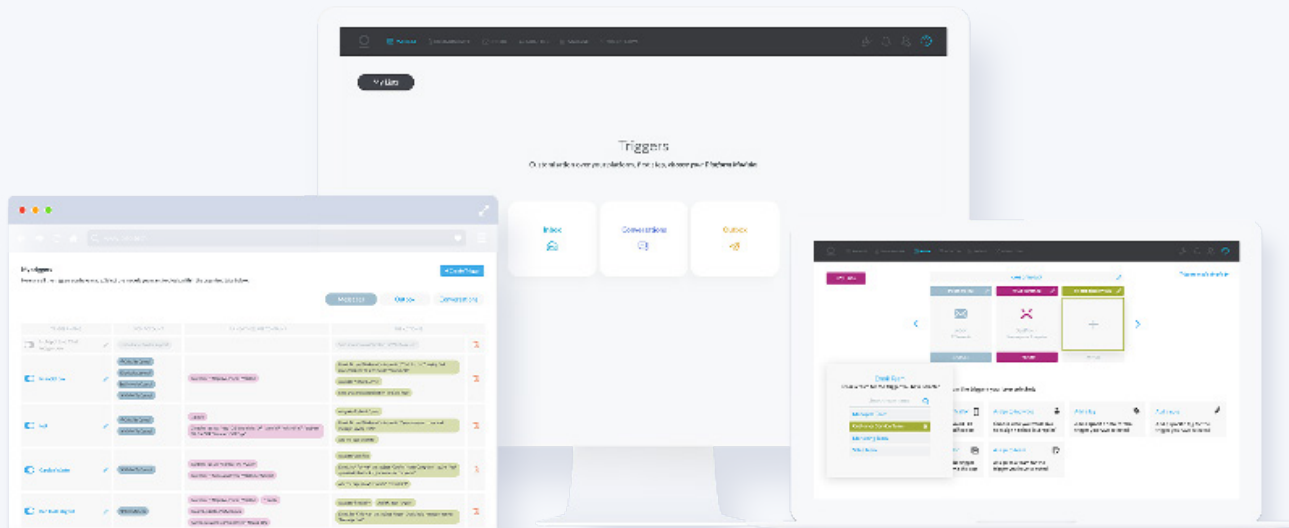
We've taken Triggers up a notch by introducing AI classifications. Our algorithm can identify patterns in message content and message volume to determine whether a crisis may be unfolding in the moment. This powerful AI function teamed with Triggers means you can be one step ahead when it comes to events that may impact your business.



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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