



Lemon

**A LEADING CONTACT CENTRE
FOR HEATING OIL SUPPLIERS**



OUR EXPERIENCE

With over 20 years of experience, Lemon Contact Centre is a UK-based contact centre providing outsourced call handling and order-taking services to heating oil suppliers across the UK. Our service is designed to support the highly seasonal nature of the sector, enabling suppliers to scale support during operating hours in line with customer demand.

A core part of our work is providing additional capacity during peak daytime trading periods, particularly through the winter months when call volumes and order activity increase significantly. From its UK base, Lemon supplies trained agents to handle inbound orders, delivery enquiries, and sales conversations, ensuring customer demand is met and revenue opportunities are not missed when internal teams are under pressure.

Our flexible resourcing model allows heating oil suppliers to scale capacity up quickly during cold weather and high-demand periods, and scale it back as demand reduces. This removes the need to recruit, train, and retain temporary staff, keeping operating costs aligned with actual trading conditions.

Our teams operate as an extension of your sales and customer service operations, able to work directly within your existing phone system, CRM platforms, and ordering systems. Agents follow your pricing, product, and promotional frameworks and work towards your internal performance targets, including call handling, order capture, conversion, and add-on sales where appropriate.

Mobilisation and seasonal ramp-up are planned in advance and supported by a dedicated account manager. All calls and orders can be handled within your systems, supported by quality assurance, recorded calls, and clear reporting to maintain visibility, control, and confidence throughout peak trading periods.

“ Heating oil suppliers operate in a seasonal, demand-driven environment. Our role is to provide flexible, sales-capable support, helping ensure customer orders and enquiries are handled accurately, internal targets are met, and suppliers can scale capacity up or down as demand changes. ”

Martin Anderson
Co-Founder & CEO





Call Answering

Lemon Contact Centre provides outsourced call answering and order-taking services for heating oil suppliers. Our agents handle customer orders, delivery enquiries, and account queries accurately and professionally. Calls are managed in line with your pricing, product, and sales frameworks, helping ensure orders are captured correctly, internal performance targets are met, and no revenue opportunities are missed during peak demand.



Email Management

We manage inbound emails from customers, suppliers, and internal teams, ensuring enquiries are reviewed promptly and handled in line with agreed processes. Emails relating to orders, delivery updates, and customer queries can be logged directly into your systems, maintaining accuracy, visibility, and continuity across all customer interactions.

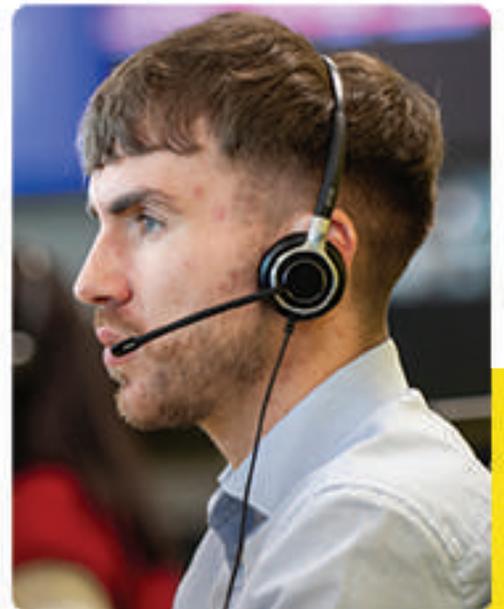


Messaging Apps & SMS

Where required, we support customer contact via SMS and approved messaging platforms such as WhatsApp. These channels are used to manage order confirmations, delivery updates, and customer enquiries in a secure and controlled way, with all interactions captured alongside other contact channels.

Web Messaging

We can manage web-based enquiries received through your website, providing a structured channel for customer questions, order follow-ups, and service requests. All interactions are handled during operating hours and logged accurately to support sales activity and customer service continuity.



Business Process Outsourcing

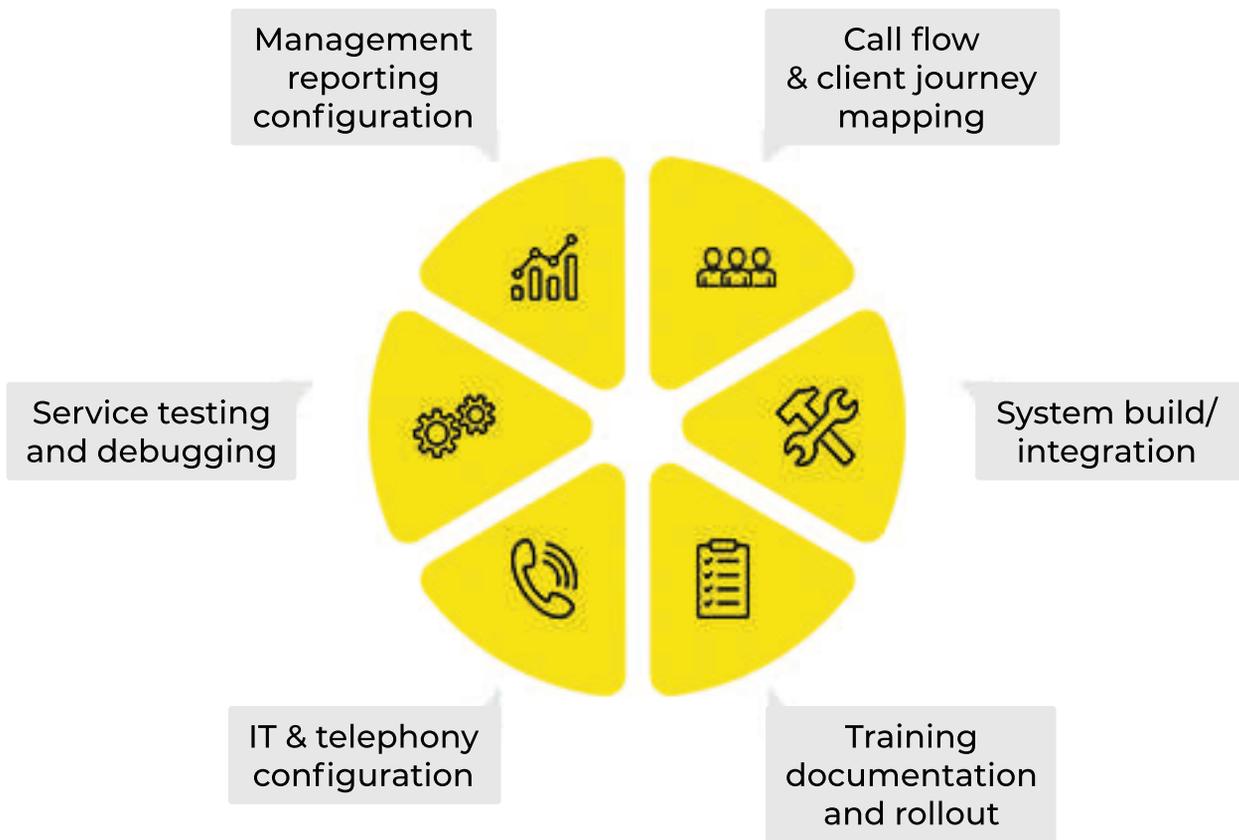
In addition to live call handling, we provide business process outsourcing support to assist with administrative and back-office tasks. This can include order administration, call logging, and sales support activity, helping reduce pressure on internal teams while maintaining control, accuracy, and operational efficiency during peak trading periods.



MOBILISATION MADE EASY

At Lemon, we take pride in delivering a seamless transition for both you and your clients. From day one, a dedicated account manager will be assigned to your project, working closely with you to coordinate all required resources and ensure adherence to the agreed mobilisation timeline.

Guided by the six key segments of our on-boarding plan, they will focus on providing a first-class implementation experience and maintaining excellence throughout our partnership.



HOW LEMON CAN SUPPORT HEATING OIL SUPPLIERS

Scalable Support During Peak Trading Periods

Lemon provides flexible call handling and order-taking support allowing heating oil suppliers to scale capacity quickly during peak demand. Additional resource can be deployed to manage surges in inbound calls and scaled back as demand reduces, keeping support aligned with trading conditions.

Order Taking & Sales-Focused Call Handling

Our agents are trained to handle inbound orders, delivery enquiries, and customer queries accurately and efficiently. Working in line with your pricing, product, and promotional frameworks, we support sales-focused conversations and the up-selling of related products where appropriate, helping suppliers meet internal sales and conversion targets during high-demand periods.

Working Directly Within Your Systems

Lemon agents can work directly within your existing phone system, CRM platforms, and ordering systems. All calls, orders, and updates are logged in real time, ensuring accuracy, visibility, and continuity without the need for parallel processes or manual rekeying.

Managing Seasonal Demand Without Staffing Risk

Our dedicated-agent model allows heating oil suppliers to increase capacity without recruiting, training, or retaining temporary staff. This reduces cost and risk while ensuring customer demand is met during cold weather periods when service pressure is highest.

Quality Assurance & Performance Reporting

All interactions are recorded and supported by robust quality assurance processes. Reporting can be aligned to your internal performance measures, including call handling, order capture, and sales activity, providing clear visibility of performance during peak trading periods.



TECHNOLOGY

Lemon Contact Centre uses technology to support reliable, scalable call handling for heating oil suppliers operating in highly seasonal, demand-driven environments. Our systems are designed to manage fluctuating call volumes during peak winter trading periods, when inbound orders and customer enquiries increase significantly.

Our contact centre infrastructure is hosted within a secure Amazon Web Services (AWS) cloud environment and built on the Genesys Cloud contact centre platform. This enterprise-grade foundation provides scalable voice and digital channel management, call recording, and structured reporting, ensuring customer interactions are captured accurately and operational performance remains visible during high-demand periods.

We can work directly within your existing phone systems, CRM platforms, and ordering systems, ensuring orders, delivery enquiries, and account updates are logged accurately in real time. By operating inside your approved systems rather than introducing parallel processes, we help maintain a single, consistent record of customer contact and sales activity.

Structured workflows and knowledgebase tools guide agents through agreed pricing frameworks, promotional activity, and order capture processes. This supports accurate data entry, effective up-selling of additives where appropriate, and alignment with internal performance targets.

To strengthen oversight, we deploy AI-enabled quality monitoring tools that review interactions for adherence to scripts, order capture accuracy, and sales processes. This enhances quality control, supports performance management, and helps identify trends affecting conversion or customer experience.

Our technology estate operates in line with recognised quality and information security standards, including ISO 9001 and ISO 27001 certifications. This enables heating oil suppliers to scale support confidently in line with trading conditions while maintaining governance, data security, and commercial control.



ISO CERTIFICATIONS

We are committed to upholding and exceeding international standards in the form of ISO certifications, as well as PCI DSS compliance for secure card payment processing and GDPR compliance for data protection. Furthermore, our ISO certifications are awarded by UKAS-accredited auditors, providing you with complete confidence in the quality and security of our services.

When you outsource, you entrust a third party with access to your data. At Lemon, we have the expertise and robust technical controls necessary to ensure its safety and security.



Certificate Number 19365

ISO 9001 – Quality Management

ISO 9001 outlines a comprehensive quality management framework that underscores our commitment to service excellence. It ensures we consistently meet customer expectations while fostering continuous improvement in our performance.



Certificate Number 19365

ISO 27001 – Information Management Security

ISO 27001 is the globally recognised gold standard for securing information. Achieving this certification demonstrates our unwavering commitment to safeguarding your information assets, giving you peace of mind that your data is protected.

Lemon gives us the flexibility to scale our phone and order-taking capacity during peak winter periods. Their agents work directly in our systems, handle orders accurately, and support sales activity when demand is highest, without the need to increase permanent headcount.

Commercial Director
National Heating Oil Supplier



SERVICE PACKAGES

	BRONZE	SILVER	GOLD	PLATINUM
Dedicated agents				✓
Shared agents	1000 mins	>1500 to 5000 mins	>5000 mins	Overflow optional
24/7 support	✓	✓	✓	✓
Call answering	✓	✓	✓	✓
Email management		✓	✓	✓
SMS		✓	✓	✓
Web messaging			✓	✓
Messaging apps (e.g. WhatsApp)			✓	✓
Third party systems and portals		Up to 5	Up to 5	Unlimited
Quality framework	Standard	Standard	Bespoke	AI-enhanced
Service level agreement	Standard	Standard	Bespoke	Bespoke
Service level reviews	Biannually	Quarterly	Monthly	Weekly
Live dashboard			✓	✓
On-call matrix	✓	✓	✓	✓
Triage tool		✓	✓	✓
Knowledgebase		✓	✓	✓
Call recording	✓	✓	✓	✓

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Lemon

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Company Number 05941029 and VAT registration number GB 986 0005 20.**