

CASE STUDY:

Lemon Business Solutions transforms remote service delivery and agility

Mastering management from a distance

Aspirational outsourcing company, Lemon Business Solutions brings zest to its customer experience. With 24/7 omnichannel services it's the first point of contact for customers of many large engineering firms, as well as industries like telecoms, IT and facilities management. Agents are its most valuable asset, handling nearly two million calls annually.

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Martin Anderson
Managing Director, Lemon Business Solutions

Held back by siloed systems

With on-prem voice, email and SMS comms, Lemon Business Solutions was hampered by hard-to-scale and time-consuming siloed systems. Everyday tasks, like reporting, required lots of effort too. Keen to improve business continuity the company looked for an alternative. Everything went out the window when the pandemic struck.

Martin Anderson, Managing Director, explains: "We had to quickly come up with a home working option, which meant moving our contact centre to the cloud. It was our chance to standardise on a single platform."

Simple switch: office, home, or hybrid

Options included using the company's legacy PBX supplier. "What it said on the tin and how it performed in practice were like chalk and cheese," adds Anderson. "With a clunky user interface, the solution required lots of programming to work properly. We'd be left with more complexity; but making things easier was why we were moving to the cloud."

Following a recommendation, Lemon decided to try Genesys Cloud. "We were introduced to Genesys partner company, Foehn, who brought skills beyond comparison," says Anderson. "The migration was super smooth, and we got the best out of Genesys Cloud through Foehn sharing knowledge and guidance."

Results

▶ **80%**
reduction in
email traffic

▶ **Home,**
office, or hybrid choices

▶ **Significant**
productivity savings

▶ **Lightning-**
speed agent onboarding



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Martin Anderson, Managing Director, Lemon Business Solutions

Keeping remote performance levels high

Managing a dispersed, mobile workforce brings new challenges. However, combining call and screen recording, Genesys Cloud comes with inbuilt reporting, analytics and workforce management. That enables the company to centralise quality assurance and keep remote performance levels high. Supported by Foehn, Grafana advanced dashboard monitoring was also introduced.

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Productivity and service improvements

Delivered from Foehn as a contact centre as a service (CCaaS) model, Genesys Cloud is an all-in-one omnichannel platform. Moreover, it gives Lemon the flexibility to support any business model: 100% office-based, 100% home-based, or the current 50/50 hybrid split.

Automatic email filtering and distribution reduces the margin for human error.

“The changeover to remote working was invisible to our clients,” recalls Anderson. “Inside an hour our agents were trained to work from anywhere with a device and a broadband connection.”

The Genesys Cloud CCaaS service has seen Lemon gain efficiency in many areas. For instance, whereas emails previously generated around 6,500 interactions weekly, automatic filtering and distribution means agents deal with 80% less. That reduces the margin for human error and releases them for more valuable tasks.

Similarly, with the introduction of Genesys bullseye routing, calls are directed to preferred agents based on criteria such as skills and knowledge. If they aren’t available the caller is instantly connected to the next best-placed agent. “Key

stats, like speed of response and abandonment rates, were fairly good before. They’re far better now,” says Anderson.

Resource and budget conservation

Importantly, the company feels it has sharper competitive edge. “Technology no longer holds us back,” concludes Anderson. “We can provide anything our clients want – voice, email, chat, text, social, bots – and spin up those services faster than ever before. And if we need to roll back something when a campaign ends, for example, we can do that too. That conserves our resources and our clients’ budgets.”

Innovation never stands still. Lemon is already looking to roll out an improved outbound service, along with call-back and bot-powered appointment booking services.