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INVESTMENT YEAR: 2016

SECTOR: Consumer

Online heating oil retailer

BoilerJuice was founded by a group of friends in 2004 with the aim of making ordering heating oil easier, cheaper and more convenient. The website matches customer orders with supplier capacity in local areas, encouraging competitive prices. As a result, suppliers maximise volumes and optimise deliveries.

Our investment is supporting BoilerJuice to expand throughout the UK, to develop its technology, supplier network and to improve customer service.

Since our investment, Boilerjuice has been on an impressive growth trajectory, developed a game-changing new product in Connected, and started a journey of international expansion. We're delighted to be backing Boilerjuice on its mission to save customers time & money whilst being the platform of choice for heating oil suppliers.

Dave Kirby

BoilerJuice is a true consumer champion that uses a technology-enabled solution to solve a longstanding problem for its customers. The business has grown steadily since its inception thanks to strong levels of customer loyalty and we are incredibly excited about bringing to bear our experience in the technology, energy and services sectors as we look to increase the Group's profile and grow the business into a truly national brand.

Matt Upton

The investment from Livingbridge will enable us to invest in the technical development and evolution of the BoilerJuice.com transactional platform – and I am tremendously excited about what the future may bring.

Paul Ward
Founder, BoilerJuice

The right tools for growth

Tech enablement



We helped the business plan for a transformation of its technology infrastructure. The company's IT roadmap set out a phased approach to moving much of its infrastructure into the cloud, giving more room for scaling up the business, and to implementing new data and analytics capabilities, to generate a much better understanding of customers. In the six months after our work, BoilerJuice's new customers increased 83% year-on-year.

Build a technology platform →

Talent



We facilitated the hiring of a new chief executive to support founder transition and to assist in the development of the growth strategy.

Find top talent →

Customer acquisition & retention



We helped to drive customer acquisition through greater understanding of customer lifetime value and improved efficiency in PPC activity. In the six months after our work BoilerJuice experienced an 83% year-on-year increase in new customers, and a local-focused customer acquisitions strategy boosted customer numbers by 50% in just two

years.

Improve customer acquisition & retention →

BoilerJuice timeline

2004 BoilerJuice founded

2016 Livingbridge invests

2016 Records more than 10 million customer quotes through the BoilerJuice platform

2017 Appoints new Chief Executive Officer, Lee Cowles

2017 Over 1 billion litres sold through the BoilerJuice platform

2018 40,000+ Customer Trustpilot reviews rate BoilerJuice as excellent

2019 Launches 'Connected', a new utility style proposition, connecting oil households as if on a mains supply

2019 Acquires Hastel Limited, a leading manufacturer of wireless remote monitoring

