

# Ovenu – the 5 star rated franchise goes from strength to strength

It would be easy to think that, in strange economic and trading conditions, services such as oven cleaning would suffer as a result.

Not so at Ovenu, the UK's original, expanding and pioneering, 100 per cent eco-friendly domestic oven cleaning service.

As in previous times of economic uncertainty, consumers are turning to the 'cleanest and greenest' oven cleaning provider to restore their cooking appliances to a near showroom condition in favour of buying from new.

Consumers across the UK are viewing the Ovenu service as saving them hundreds of pounds and regarding the cost of having the service provided for them as almost incidental.

## 'Superb value for money service'

In fact a huge percentage of the near 42,000 delighted client reviews online suggest that the company offers 'a superb value for money service'. The same is borne out on the *Trustpilot* platform with Ovenu being rated as 'Excellent'.

Following a record breaking level of enquiries both month-on-month and year-on-year throughout the summer of 2023, new clients throughout the UK are now clambering to book an appointment before Christmas.

## Ovenu's CRM system

Existing clients, however, have no such worries as many will have booked an appointment last year for Christmas 2023. And, they will be getting an automated set of reminders via the unique Ovenu customer relationship management system (CRM) to make sure they do not forget.



The CRM system was introduced to all of the current franchisees back in 2016, ahead of the new GDPR, PECR and Data Protection Law changes. This made sure that the franchisees were covered, legal and compliant.

The same system was recently hailed as 'brilliant' by Barrie Neilon, the latest franchisee to join the Ovenu network at the beginning of October, 2023.

As Neilon points out: "Having a system in place that takes care of all your admin is just brilliant. It stores all of my client data safely and securely; something that my clients are legally entitled to.

"All of my job appointments are stored electronically in a system that I have access to 24/7/365 and on any device. I don't need to waste time sending things out manually as our system does it all for me – bookings, reminders, invoicing – all giving me a great work/life balance."

## Comments of the founder

Rik Hellewell (right), Ovenu founder and managing director, adds: "All of our franchisees, new and old, are now fully understanding and appreciating what it means to have a 'best in class' CRM system along with a good grasp of what can be done with accurate data.



"Our system has undergone numerous revisions and updates up to now and we will always bring additional features and benefits to the system as time goes by."

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Hellewell continues: "Our franchisees have never been busier as our system is in constant contact with existing and potential clients. We now have thousands of forward booked appointments for our regular clients and after a couple of communications through this summer to clients we had not heard from for a little while, pulled in just shy of £250,000.

"Now that we have all of these facets in play along with the highest ranking, local web pages and an abundance of telephone enquiries, we are set fair for the remainder of 2023 and into 2024 to expand our network exponentially.

"We have a number of exclusive territories available both brand new and well-developed ongoing concerns." ■

● If the Ovenu franchise is of interest, call Rik Hellewell on 01189 743 911 or email [franchise@ovenu.co.uk](mailto:franchise@ovenu.co.uk).



# Ovenu - The UK's original oven valeting franchise.



- No experience necessary - in depth oven valeting and business operation training
- Recession proof business
- Enquiries from day one
- Exclusive territory
- Bespoke, unique cleaning products generating spectacular results
- Van based = low overheads
- Get involved from £7,400 + VAT
- Family run since 1994
- Continuous specialist support



Benefit from 40,000+ client reviews & testimonials for our specialist service



Find out more  
**01189 743 911**  
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**[ovenu.co.uk/franchise](http://ovenu.co.uk/franchise)**