

Customers always come first at Mr. Lube

National chain brings its customer service and trust-building skills to the East Point family

BY RON BARRY

When the hard-working and forward-thinking father-son team of Arnold and Clifford Giese established their first Mr. Lube location in Edmonton in 1976, they did so with some lofty goals and a clear vision of what their customers should expect. The plan was simple - deliver no hassle, fast turn-around oil changes without having to make an appointment.

It was a thing of beauty to people who needed less stress in their busy lives - sheer genius.

Since then, Mr. Lube has grown into the country's largest quick lube brand and has evolved into a complete automotive maintenance service provider, with 170 locations by the end of 2014. One of its newest stores is set for a late-November opening at East Point Shopping - the sixth Mr. Lube operation in Atlantic Canada.

The store goes hand in hand with local developer Troy Northrup's vision for East Point as a destination that offers a

complete diversity of services under one umbrella.

"What's important in any centre is co-tenancy and ensuring that the tenants complement each other," said Northrup about adding businesses like Mr. Lube. "The more depth of services we offer, the greater the regional draw. We are positioned to be the largest centre in New Brunswick. We're continuing to round out the co-tenancy, and new stores continue to add to that."

Mr. Lube prides itself on delivering key tenets for any successful business - customer service and building trust. The company has put measures in place to help build trust and ensure customers know why they are being offered a specific service.

One example is its electronic owner's manual (EOM) that lets technicians know what services are needed for a car based on the vehicle's manufacturer. In addition to the EOM, technicians must complete Mr. Lube's extensive training program, which is Automotive Service Excellence (ASE) accredited through the industry-leading Automotive Training Managers Council. It is also Tire Industry Association certified - the premier tire industry training and safety organization worldwide.

In an industry that demands quality service by consumers, Mr. Lube leaves



Mr. Lube is one of four new businesses to join the East Point Shopping family in 2014. PHOTO IS COURTESY OF MR. LUBE

no stones unturned - it wants customers to leave satisfied, and it wants them back. Core services include oil changes, filter replacement (air, cabin and fuel), coolant fluid changes, transmission fluid changes and one of the newest additions, tire services (rotation, change, repair and balance) which is dependent on location.

There are other car maintenance services as well: wiper blades, headlights and tail lights, windshield chip repair, serpentine belts and tensioners, batteries, undercoating, dual system cleaning (diesel and gas engine), engine flush and diesel exhaust fluid.

As part of every service, Mr. Lube performs a complimentary courtesy check to ensure a vehicle is running strong, including checking the air filter, cabin filter, emission PCV valve, battery and a dozen more items. It will also top up a

vehicle's fluids before they leave - and, oh yes, your coffee, too.

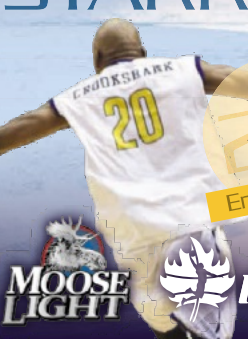
Mr. Lube has been a franchise-run organization with more than 34 franchisees since 1981. Its franchisees are very close - like one big family. The newest addition is Peter Graham, who will carry the Mr. Lube torch at East Point.

"Customer service means creating a unique experience for every customer that drives into our bays," said Graham, who has hands-on automotive experience and a big passion for cars. "We want every customer to get a quality convenient experience and to leave feeling worry free."

Those sentiments are echoed by Stuart Suls, the company's president and CEO: "At Mr. Lube, we always put the needs of our customer's first. We want to make sure that every customer gets top quality and convenient service for their cars."

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