

# THE TRUE TEST TO ONE'S CHARACTER



Being in business for 18 years and working on an average of 30 cars a day means that B & D Auto Repair services a large percentage of the vehicles in our community. Always striving to improve the quality of service offered by the team at B & D Auto, owner Doug Jones wanted to know exactly what attracted the customers to his shop. He asked his repeat as well as first time customers why they chose B & D over the competition and the responses were eye-opening.

Our long standing customers said things like, "Doug, Ryan and Bernie are honest and upfront", "You get the job done right the first time and within budget", "The waiting area is clean and comfortable", "Your willingness and ability to satisfy your customers" and "The mechanics keep my family safe on the road."

Customers that were at the shop for the first time said, "My neighbor recommended you", "I came for a second

opinion and you asked lots of questions and listened carefully which made me feel confident in your diagnosis" and "I feel I have the right to fully understand what is wrong with my car, what you will do to fix it, how much it will cost and why; you communicated everything I needed to know."

It is very encouraging to hear a job well done but the true test to one's character is what you do with the criticisms. We heard inquiries about the capabilities of the mechanics, why we don't just slap on parts and how our labor rate is calculated. All great questions; which deserves answers.

B & D Auto Repair and Service has strict adherence to professional standards and a specific code of ethics. Hanging on the walls in the waiting area are documents that testify to the qualifications of B & D and the mechanics who will work on the vehicles. We make certification and ongoing training a requirement for our employees.

We get technical information for repairs from an electronic repair manual service called Alldata that shows step-by-step procedures, pertinent part numbers and expected labor times for specific procedures. Our labor rates are

calculated by the time, the complexity of the task at hand and the expertise needed to complete the task.

Our mechanics can be trusted to give the best parts and workmanship possible because we do not just slap on parts. We ask our customers to describe the symptoms their vehicle has in order to get the mechanic's expert assessment of the problem. Customers will always be asked for the phone number at which they can be reached with results of diagnosis and estimates for repairs because we require approval prior to making any actual repairs.

At B & D Auto Repair and Service we are proud of our work which instills confidence in our customers. The personal experience and satisfaction that our customers encounter at B & D gives cause to their long time loyalty. That is why word of mouth recommendations are our best referrals.



**Open 8:00 AM - 5:00 PM Monday - Saturday**

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