



By Richard D. Czerniawski

## SERVING CUSTOMERS FROM THE HEART



This week I brought my car in for springtime servicing, although spring has not yet sprung in Chicagoland. I use HEART Certified Auto Care to keep my 2007 Porsche Cayman in tip-top shape. Unfortunately, it required more than an oil change and rotation of winter for spring tires. It needed replacement of the front wheel brakes, which is a costly endeavor on any car, more so for a Porsche. Ugh!

However, I trust HEART, which is an acronym for Helping Everyone Achieve Reliable Transportation, to care for my car. Formerly Duxler Auto Care, Brian Moak, founder, and owner, rebranded it as HEART Certified Auto Care. His, and the company's, mission is to lead with the heart in caring not just for autos, but for their customers. Accordingly, they have a Virtual Inspection Program that shares photos of recommended repairs, accompanied by a detailed report, which is discussed with customers before they undertake any work. They also provide a two-year, 24,000-mile warranty on all repairs! Moreover, they arrange loaner cars (or will give you a lift), while your vehicle is receiving servicing. 95% of customers receive same day servicing.

However, it's challenging to deliver HEART felt care for customers if it is not HEART felt by those employees providing the servicing. So, it staffs its team with experts, who share the mission and values of the company. They care about their customers. As a minor illustration, I've brought my car in from the road with a failed brake light. They replaced it at the moment and didn't charge me for the labor or bulb they replaced. They demonstrate small decencies that earn the trust of their customers.

As a result of their HEART felt and lead servicing, the brand has earned a 99% customer approval rating. Remember, this is for an auto servicing! This approval rating is more than 50% higher than the industry average. Furthermore, their claimed customer retention rate is 94%. Can you say the same for your brand?

In the case of the HEART Certified Auto Care intangibles make the difference. Competitive servicing centers use the same components and brands to repair autos with skilled mechanics, but it's the HEART mission and values that make a difference.

**“Revolutionize the norm. Embrace the unexpected.**  
**Continuously adapt. Balance ambition with understanding.**  
**Grow deliberately. Live your values – they are your foundation.**  
**Never count on a silver bullet. Always look beyond what you see.**  
**Hold others accountable and provide the necessary tools to thrive.**  
**Get involved. Listen to understand and share with transparency.**  
**Seek the honesty in hardship and learn from your mistakes.**  
**Stay true to who you are. Inspire through integrity.**  
**Trade expectations for appreciation.**  
**Own your actions. Believe.**  
**Lead from your heart.”**

In the case of HEART Certified Auto Care, these are not merely words but words to live by. What words does your brand live by?

*Richard Czerniawski*



## **Richard D. Czerniawski**

430 Abbotsford Road

Kenilworth, IL 60043

847-256-8820

847-312-8822

[richardcz@bdn-intl.com](mailto:richardcz@bdn-intl.com)

[www.bdn-intl.com](http://www.bdn-intl.com)