

{ Member Profile }

A Well-Oiled Business Strategy

Moby Lube drives business by driving to its customers

When people think about simplifying their lives, an oil change might not be the first thing that comes to mind. But the concept was a no-brainer that enabled Moby Lube Director of Operations Rick Lyons to help carve out a successful business niche.

Since 2010, his Yardley, Pa.-based company has provided oil changes and preventive services with a twist: Instead of forcing customers to come to his place of business, Moby Lube technicians come to clients' work or home. Every day, a fleet of Moby Lube trucks rolls across MIDJersey, as well as Bucks County and Montgomery County, Pa.

"I know what it's like to work 65 to 70



White found out about Moby Lube in late 2016, when Rick Lyons gave a presentation at a chamber meeting

in new equipment and a consistent sales and marketing campaign, the biggest challenge was accommodating so many customers who loved the idea as much as I did," he says. "We then invested in a new customer relationship management system to help schedule so many new service appointments. I'm happy to report that we now can accommodate people at their homes, businesses, and even at the physical location of their fleet."

Lyons makes it easy to schedule an appointment, giving individuals and businesses the option of contacting Moby Lube by phone or by clicking online. A service call can sometimes be scheduled as quickly as one day in advance, or as far ahead as one month.

hours a week and have no extra time," says Lyons, a Bucks County native who used to be a regional sales manager covering a Mid-Atlantic territory for a major publisher. "After work, you try to get things done for yourself and/or your family, then you go to bed, and start all over again the next day."

In addition to all that, "you have to cram some time in to taking your car to a shop and waiting an hour for a simple oil

change, or even kill a full day for minor preventive maintenance or other service. That's when founding Moby Lube partner Paul Magee came up with the idea of offering an oil change and preventive services company that comes to the customer instead of the other way around."

Lyons loved the idea of Moby Lube so much that he invested more than \$150,000 of his own savings to help further the venture. "Once we invested

The Hub

Moby Lube was launched with one truck and one employee, primarily servicing individuals in a 20-mile radius across New Jersey and Pennsylvania. "But soon, human resource professionals wanted to offer this innovative service to their employees as a company benefit," Lyons reports. "Our business quickly spread to corporate offices and even to managers of large fleets of big trucks who wanted to save time and hassle when servicing their vehicles."

To spread the word about Moby Lube, Lyons hired 95 North Marketing & Design, a marketing firm that specializes in print campaigns, website builds, and content development. "95 North Marketing & Design helped put us on the map, and from there, word spread about this unique and convenient service," he reports. "And everyone gets it, simply because these days no one has time to wait at a shop or lube location to have a simple service performed on their car or truck."

The MidJersey Chamber, in particular, has helped "more than any other chamber that I have been a part of," Lyons adds. "From the folks in the Chamber office who love my concept, to the events they create to help spread the word, to some of the specialized training for business professionals that they offer, the Chamber has been a successful partnership for my business."

Individuals like Mike Spatarella, senior recruiting specialist at Horsham, Pa.-based Toll Brothers Inc., thinks Moby Lube is a fantastic service. "Being in the office all day, it is hard to find the time to leave your car for a half a day at an auto shop, find a ride back to the office, and then back to pick up the car when they are finished," he says. "With Moby Lube I schedule online and have my oil changed and fluids checked, all while I'm busy working in the office. The convenience, affordability, and quality would make it an easy choice for me, but add in the amazing customer service you receive from Moby Lube and it really is a no-brainer to use them."

Trish White, human resources manager of Lawrenceville-based Special Olympics New Jersey (SONJ), is another Moby Lube fan.

"We have monthly staff meetings, and each quarter Moby Lube rolls in when our entire team is together and offers oil changes and minor car maintenance for our employees," she explains. "We're very happy to offer this service to our employees, who find the prices are competitive, and the service and convenience are incredible."

White found out about Moby Lube in late 2016, when Lyons gave a presentation at a chamber meeting. "I thought it was a great idea, and invited him to make a presentation to Brian Wertz, our senior director of operations," she says. "He sold us on the concept, and we've found it's a value-added benefit for our hard-working employees."

Moby Lube has also serviced SONJ vehicles including a van, a Sprinter, and a Transit utility vehicle.

Right now, Lyons' fleet serves an average of 2,000 vehicles a year, but he wants to expand that considerably. "I'm looking into franchising our Moby Lube concept," he says. "We may use that as a way to expand our coverage area county by county in the near future. As a matter of fact, in Pennsylvania we already serve cars in Allentown and we have a crew in the Pittsburgh area. We also have had interest from a guy as far south as Atlanta, who wants to be trained in the Moby Lube process. Eventually, we hope to go national." ❄



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