

# G-FORCE

## A FORCE TO BE RECKONED WITH

In scenic Alaska, home of snowy mountaintops and frigid weather, it's important to keep a vehicle running properly. And when you find yourself there, and with a transmission that can't quite keep up with the conditions, there's someone you can call who'll make sure it gets fixed properly, and will "Stand behind what we do," said Tim Mills.

Mills is one of the owners of G-Force Transmission & Auto LLC, which opened in April of 2014. It's a participating NAPA Auto Care Center and ATRA warranty Service Center.

Mills has 29 years of experience in the industry and is ASE Certified. Mills was factory trained through Ford Motor Company. He co-owns the shop with Michael Gallagher, who has 21 years of experience and an Associate Degree from Denver Automotive and Diesel College and is also ASE Certified.

Mills started at Ford Motor company as a transmission apprentice, which gave

him the experience necessary to begin repairing them on his own, and Gallagher has worked in many general automotive repair positions.

The five-bay, five-lift shop generally performs an average of 30 miscellaneous automotive repairs and servicing car jobs per week. They also perform an average of four transmission rebuilds per week, though business has slowed some recently due to the coronavirus threat, which only recently arrived in Alaska.

Working in Alaska, in general, poses unique opportunities as well as unique

challenges.

"Shipping can be a challenge in Alaska. We work hard to find the best solutions for purchasing and inform our customers," Mills said.

To help avoid issues caused by shipping delays, "we try to stock a lot of inventory," Gallagher said.

But it isn't all bad. "The great outdoors and the seasons of long winter weather with short light hours to the long summer days of light. These make life here unique from those who travel here for the adventure to those who live here."

It also makes for some specific scheduling for those wanting to make it from point A to point B in the terrain: "Tire changeover is a twice a year event: With the removal of studded tires by April 30th and September 15th being the earliest to put studded tires on," Mills said.

Part of what makes G-Force unique is the extensive work they do. They do a variety of general repairs, quality transmission work and more.

"We have even done custom welding and other specialty services," Mills said.

Mills made it clear that providing comfort and assistance to customers,





especially those from out-of-state, was a top priority for G-Force.

"We have offered our lot to provide overnight parking of RV's for distressed traveler awaiting parts for repair of their transportation," Mills said.

When it comes to customer service, the idea is simple.

"Under promise and over deliver," Mills said.

And it doesn't stop there.

"We listen to our customer needs and work to meet them. Our office manager is our frontline asset. He has excellent customer service skills. He presents professional from the first phone call. He

follows up on all concerns expressed by customers and finds the solutions. Our customer rating is running over 4 stars. We address our reviews and reach out to make a difference," Mills said. "Our office manager makes a follow up call to customers approximately one week after service is completed."

He also said that, "We feel our customers are important and work to keep them informed and follow up on their repairs and needs."

Gallagher echoed the sentiment: "We're here to make trannies work better than they did in the car originally."

G-Force currently staffs seven

employees:

- 1 Transmission Builder/CEO - Tim Mills
- 1 Diagnostician and maintains the UPS service contract/COO - Michael Gallagher

- 1 Center Manager with over 35 years of experience - starting with AAMCO Transmission

- 3 Service Technicians and 1 assistant

As technology continues to change, and transmissions evolve, G-Force stays ahead of the curve largely through training provided by NAPA. "NAPA Auto Care has a training program and we send our employees to training classes," Mills said. The shop has encouraged all

employees to pursue ASE certifications.

Though G-Force is a rounded shop that does a wide variety of repair work, "Transmission is a specialty we offer. Our ads saying is 'we can get your shift

together," Mills said. "We are a full-service repair facility. In 2015, we earned the designation as a NAPA Auto Care Center. NAPA gives us the ability to warranty our work nationwide."

He continued that "Being an ATRA members allows us to offer their exclusive warranty."

Mills said that keeping his team working well together was a matter of openness.

"We have an open-door policy. We have staff meetings and resolve issues promptly. Our office manager handles staff issues. He assigns work tickets and follows up for our professional and timely service. We have staff barbeques and Christmas luncheon.

"We offer educational opportunities. We have on-line support through Pro-Demand among others through computer stations located in the service area."

Anyone finding themselves in Alaska with a busted transmission, or in need of replacement tires or just an oil change, can certainly make their way to G-Force.

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