

SBC Companies Bring Enhanced Customer Service and Network Reliability to JA Majors

Voice and Data Services Expected to Save Nation's Largest Medical Book Distributor \$80,000 Annually



“Upgrading to a more reliable network has not only enhanced our business, it has saved us money,” said Steve Maggard, vice president, information services. “As we continue to implement SBC products and services, we look forward to finding new ways to better connect with our most valuable asset — our customers.”

Challenges

Operating its book distribution business through a Web site and a customer call center, JA Majors needed a reliable telecommunications service provider. Equipment malfunctions had previously caused its network to crash, resulting in a loss of business for the company.

Solution

- SBC Local and Long Distance voice services
- SBC PremierSERVSM Frame Relay Service to connect JA Majors' warehouses to its production servers
- SBC Internet Data Centers to provide disaster service continuity by housing critical company information in co-located, secure facilities
- SBC PremierSERVSM Dedicated Internet Access (DIA) service to provide employees access to JA Majors' online Web ordering and customer software batch ordering systems

Results

By streamlining its telecommunications services, JA Majors expects to save \$80,000 annually over the next three to five years in its Dallas and Atlanta locations.

JA Majors is one of the oldest medical book distributors in the country. Incorporated by Dr. J. A. Majors in 1909, it has become the largest distributor of health science books in the United States, with warehouses and bookstores in three major cities. The company's mission is to provide customers with the best possible service. This dedication to customer service is grounded in JA Majors' commitment to combining high-tech service with a personal touch.

Success at JA Majors hinges upon employees' ability to communicate efficiently and effectively with the company's customers. When the JA Majors network went down due to a problem with its local carrier's equipment, the company realized it needed to find a more reliable provider to meet its needs. In addition, the company wanted to add services and features, such as Caller ID, to its current telecommunications plan to enhance operations.

JA Majors selected the SBC companies to implement new voice and network services. In addition to an experienced account staff, the SBC companies have the ability to provide voice, data, IP services, equipment and disaster recovery capabilities — all of the qualities JA Majors expected from its telecommunications provider.

The SBC team implemented several reliable solutions to support JA Majors' business needs, including:

- SBC Local and Long Distance voice services
- SBC PremierSERVSM Frame Relay Service to connect JA Majors' warehouses to the production servers
- SBC Internet Data Centers to provide disaster service continuity by housing critical company information in co-located, secure facilities
- SBC PremierSERV Dedicated Internet Access (DIA) service to provide employees access to JA Majors' online Web ordering and customer software batch ordering systems

"Our business success relies on how easily our customers can order from us, either through the Web or over the phone," said Steve Maggard, vice president, information services. "The SBC companies provided us with a package of telecommunications solutions that will help ensure we are always available to our customers."

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