



Broadband Solution Streams Improved Service to Decorative Water Gardens & Landscapes' Customers

About Decorative Water Gardens & Landscapes

Decorative Water Gardens & Landscapes is rooted in founder Antonio Aparicio's desire to help Oklahoma homeowners and businesses enhance the beauty of their properties. Since he founded the company in 1994, Aparicio and his staff have created attractive water gardens for homeowners and businesses throughout the Oklahoma City area. The small business venture has now developed into a successful company that not only builds scenic backyard ponds, but also constructs large-scale pools and landscapes for discerning customers.

Situation

From small beginnings, Decorative Water Gardens & Landscapes has grown into a thriving business with 20 employees and a sizeable retail showroom. With a larger payroll and a burgeoning customer base, Aparicio recognized a need to increase the sophistication of his business processes and communications infrastructure.

Solution

Aparicio turned to AT&T for solutions that would enable him to continue to satisfy customers as his company expanded. AT&T recommended a DSL solution using AT&T Yahoo® High Speed Internet Business Edition and an unlimited long distance calling plan to facilitate information gathering and better communications with suppliers and customers. The fast, dedicated Internet connection and affordable phone rates have become a critical support for Decorative Water Gardens & Landscapes' daily business functions.

Planting the Seeds of Customer Satisfaction

The solutions Decorative Water Gardens & Landscapes has adopted have had a positive impact on customer service. Aparicio credits AT&T with supporting the expansion of his business through the advanced service capabilities.

Now Aparicio and his staff are able to branch out and reach customers via several channels including the Internet to better support the company's core mission of providing customers with "a change in

lifestyle." Without leaving the comfort of their homes or offices, potential customers can browse Decorative Water Gardens & Landscapes' attractive Website to explore ideas for serene and appealing gardens that will add beauty and serenity to their homes or businesses.

Thanks to the company's robust broadband connection, customers can also receive high-quality color images of pool and landscape designs via e-mail, a process which had never been possible with the company's former provider. The broadband connection also enables Decorative Water Gardens & Landscapes' staff to easily update the company website, order and track inventory, process billing documents and stay in constant contact with customers and vendors.

Company general manager Ryan Hodges said the switch to AT&T has made an impressive difference in Decorative Water Gardens & Landscapes' customer service efforts. "Never before were we able to conduct such quick and efficient communications," he said. "With

Decorative Water Gardens & Landscaping Facts

- **Business Needs**
Flexible solution to enable growing business to best serve its customers
- **Networking Solution**
High speed Internet and voice networking supports connections with customers, vendors and staff
- **Business Value**
Excellent customer service across channels
- **Industry Focus**
Landscape design
- **Size**
20 employees

AT&T Yahoo High Speed Internet, we are able to promptly respond to customer e-mail requests, contact employees in the field via text messaging, and sustain an informative and interactive website.”

The solution offers high-bandwidth Internet access at a fraction of the cost of T1-based access by reducing circuit access charges and allowing for traffic aggregation across a large number of customers. For one competitive monthly charge, Decorative Water Gardens & Landscaping can e-mail, conduct Web research, transfer large amounts of data and perform many other tasks only supportable through high-speed Internet access.

Advanced Services at a Competitive Price

Much of Decorative Water Gardens & Landscapes’ mission-critical business communications takes place via its voice network. Choosing unlimited long distance has made for easy and inexpensive communications between Decorative Water Gardens & Landscapes and its out-of-state customers and vendors. And even as the business has grown over the past year, AT&T has helped the company prune its long distance telephone costs significantly.

Enhancing customer satisfaction and saving money were two benefits the company realized by switching to AT&T. An added bonus was the fact the implementing the online and voice communications network was easy and affordable. “We needed a provider that could deliver advanced services at a competitive price, and we have definitely found that with AT&T,” Hodges said.

“I am very thrilled because they have provided superior services tailored to fit our business at an exceptional value.”

— Ryan Hodges, general manager,
Decorative Water Gardens & Landscapes

“They really want to work with you and strive to find the best solution to fit your needs. I am very thrilled because they have provided superior services tailored to fit our business at an exceptional value.”

For more information contact your AT&T Representative or visit us at www.att.com/business.

