

No matter what your language, JR computer is there to fix the problem!

By Jonathan Comey

JR Oliveira has been fixing electronics for most of his adult life, but that doesn't mean he's done learning.

He's got a wall on the back of JR Computer in the business district on Acushnet Avenue covered with certification and course completion plaques, and the number is always growing.

"You have to stay ahead of the game," he said. "And I always do, I always will."

Whether it's a computer point-of-sale system for a business, a laptop repair or a quick iPhone walk-in fix, Oliveira makes it a point of pride to get return business.



“Customer service and price, that’s what makes us stand out,” Oliveira said.

However, there is one more thing – the ability to speak different languages (as well as the ability to speak computer, which we all struggle with.)

“We also live in an area with many different cultures, so I think it’s a real bonus for us that we speak English, Spanish and Portuguese.”

While he does have refurbished computers and electronic supplies available, it’s his overall expertise as a certified Windows and Apple professional that keeps people coming back.

Oliveira’s coolest client is the New Bedford Airport, which brought him on to assist, but he also serves Regal House, several area restaurants and single-operator businesses.

JR Computer has been open for almost a decade in New Bedford,

and during that time many computer repair shops have come and gone.

Much of his business is online, but he and trusty sidekick Ana are open for business in New Bedford and encourage walk-ins.

With a son having graduated from New Bedford High and into a career as a marine, and a daughter at GNB Voc-Tech, Oliveira is passionate about wanting to help his local community.



“It’s important to me that people know that they have a good local option,” he said. “People come in from Best Buy or Staples, and they’re frustrated because their laptop lies on the shelf for 3 weeks untouched. Here, you’re going to come in and deal with me or Anna, and we’re going to get the work done fast and right.”

JR Computer offers a quick and easy PC/laptop tuneup program, screen replacement, virus removal, and POS system maintenance for business. Oliveira also offers instruction classes on request for any individual or business looking to get a working understanding of computer basics specific to their field or job.”

Finding a good computer electronic tech that does fast, fair work is like scoring a great auto mechanic – it tends to be a relationship that lasts for life.

And that's exactly what JR Oliveira is hoping for.

"I'm here to stay when others maybe aren't, because I care about the customers, I offer a fair price, and I'm fast," he said. "That's all people want. I'm not your regular tech, but I'm a regular guy, and I love it when the customer leaves with their computer fix and feeling like 'Wow, that was easy.'"

JR Computer

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