



# BTL Launches New Cutting Edge Store!



Belize Telemedia Limited (BTL) is raising the bar for retail in the country with the launch of its new Flagship store under the banner: "The Digi-Cell Store". This cutting edge DigiCell Store lies at a convenient, central location, Corner Regent and Bishop Street in Belize.

The Opening ceremony was held on Saturday, March 25, 2017 followed by door buster sales which offered unbelievable deals for early bird shoppers. Invited guests and customers at the launch of "The DigiCell Store" got a tour of the Flagship and experienced a range of tech devices including cellphones and tablets.

The interactive phone displays allows DigiFans to try out the devices, check out the features and feel the phones in the palm of their hands. Customers were amazed at the level of sophistication and the modern feel of the store, expressing their thoughts freely with words of satisfaction: *"Wow! It's like I'm in an Apple Store, I really like what BTL is doing man,"* said one excited customer.

"The DigiCell Store" is a full service Customer Center, offering a complete menu of mobile devices and accessories as well as product and service offerings such as fix and line broadband. Customers can discuss with the store representatives

the plans and options available to suit their lifestyles or check out what's in-store via the interactive customer support station.

*"As part of our promise to deliver the best service to our customers, we believe our relocation to a more accessible and convenient location was necessary and we are delighted to be introducing the latest technologies available, making the BTL experience even more interactive for customers,"*

said **Chief Customer Service Officer, Zellie Tillett.**

*"The DigiCell Store features several wireless retail concepts that allow us to showcase BTL's wide portfolio of advanced voice and data products in a way that redefines a customer shopping experience."*

We invite our customers to come and experience our hands-on, state-of-the-art layout and be engaged with our interactive service approach. Customers can expect to see more of these innovative changes in the near future. "The DigiCell Store" is open Monday – Friday from 8am– 5pm, and during lunch.