

Otel Connect Store Simplifies Voice & Data

South Africa's increasingly competitive telecoms landscape is good news for the economy but potentially confusing for the consumer.

Local fixed, mobile and VoIP (Voice over Internet Protocol) users today have a choice of a couple of fixed line providers, several cellular networks and dozens of VoIP operators.

That's according to Rad Jankovic of local independent telecoms provider, OTEL, which this month launched a flagship retail store to easily present available telecoms options to consumers, SMMEs (Small, Medium & Micro Enterprises) and the SOHO (Small Office, Home Office) market.

"The OTEL Connect Store recognises that people may have different telecoms needs at different times of the day. We can advise them of the available voice and data options for when they're relaxing at home, working remotely, seeing clients, or within the traditional office environment," said Mr Jankovic.

"Not only can we create a customised home and office solution for clients, we can install it too. We'll get clients up and running with the latest ICT hardware, software and applications that add value and convenience to their lives," he adds.

South Africa's first co-branded OTEL and Vodacom walk-in retail outlet not only simplifies the country's available connectivity options, it presents them in an attractive and engaging way. "Our solutions experts have access to the region's biggest in-shop video wall and touchscreen audiovisual devices to help them easily explain everything that's hot in telecoms right now, from Cloud storage, to high-speed fibre," Mr Jankovic explains.

The OTEL Connect Store is conveniently located in the revamped Menlyn Park Shopping Centre, now Africa's biggest mall. The outlet's theme is "Your Connected Life" and it certainly delivers on that front. "OTEL is now able to build a product offering around a client's budget, voice and data requirements and location," says Mr Jankovic.

In keeping with the convenience that consumers demand, OTEL has created a mirror online store of the bricks and mortar outlet. The cyber version can be found at www.connectstore.co.za while the retail shop number within the Menlyn centre is LG13.