

The Virgin Islands Consortium

AT&T Expands Retail Presence In U.S.V.I. With First Mobile Store

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As part of its strategy to reach customers where they are, AT&T now has a mobile store in the U.S. Virgin Islands, the company announced via release Tuesday.

According to the release, the mobile store will be used at community events and in situations, like post-hurricanes, where it's difficult for people to get to stores. Additionally, the AT&T mobile store will set up at the Department of Housing, Parks & Recreation complex at Cruz Bay on St. John every Tuesday, from about 10:00 am. – 4:00 p.m.

AT&T said the mobile store delivers a store experience on wheels, so people can explore its latest mobile devices, entertainment services and accessories. The mobile store is

equipped with:

- a fold-out device table that displays up to a dozen smartphones and tablet;
- a 42-inch TV screen on which DIRECTV content is shown;
- an accessory display on the inside back door;
- a pop-up tent for shade; and
- a solar panel on the roof to power the van at events.

The U.S.V.I. mobile store is one of dozens AT&T said it rolled out across the U.S. to make it easier and more convenient for customers to interact with our products and get help from our representatives.

Justin Trinidad and Niurka Baez currently make up our U.S.V.I. mobile event team, AT&T said. The conglomerate said it will be hiring a third person to join the team.