

# The Virgin Islands Consortium

## Innovative Telephone Rates To Increase On August 1; Company Announces New CEO

Business / **Published On July 27, 2016 10:50 AM /**

Ernice Gilbert **July 27, 2016**



ST. THOMAS -- Innovative, which is now owned by ATN International, the company that operates as Choice Communications in the territory, announced Tuesday that its telephone rates would increase come August 1.

The increase follows an approval by the Public Services Commission in May.

The company said its rates hadn't increased in 13 years, but in order to provide customers with better service through new technologies, it was time to raise the rates.

"Like every other business in the territory, we have been focused on controlling our costs as we invest in advanced technology and equipment. However, at this time it is essential for Innovative to bring the rates in line with the cost of providing the best telecommunications to the customer," reads the release.

Innovative said it remains sensitive to the current economic climate and will continue to offer competitive pricing, while encouraging customers to bundle their telephone service with other company offerings.

The rates for commercial customers changes from \$58.55 monthly, to \$64 -- an increase of \$5.45. For residential customers, the monthly charge goes from \$21.65 to \$23 -- an increase of \$1.35.

Meanwhile, the firm has announced its new chief executive officer as Alvaro Pilar, who enters the role with 20 years of experience in the telecommunications and cable industries, including leadership experience in sales, distribution and customer service. According to the release, also issued on Tuesday, Mr. Pilar most recently served as a Managing Director of Opus Consulting and Advance Services, leading key customer initiatives at One Link cable and other telecommunications companies. Previously, he served as the Executive Vice President and General Manager of Centennial and the Executive Director of the Puerto Rico Ports Authority.

The release says Mr. Pilar will work closely with Innovative's management team to develop and carry forward the organization's strategy to create the leading, integrated communications and media company in the US Virgin Islands, with exceptional customer service and product innovation across all of Innovative's businesses, including the British Virgin Islands and St. Maarten.

"This is an exciting time for Innovative, as we are looking to build up and enhance the Company's reputation as a premier service provider," Mr. Pilar said. "I have great confidence in our team to take the Company to this next level of service, focused on comprehensive and enhanced communications and media services customers in the Virgin Islands with a customer-first approach."