

logo not found or type unknown

Liberty Launches Rebrand in Virgin Islands and Celebrates Occasion With Announcement of \$100,000 Donation to Local Nonprofits

Technology / **Published On October 19, 2021 04:08 PM /**

Kyle Murphy **October 19, 2021**

Image not found or type unknown



Liberty Mobile USVI launched its new corporate identity, brand, logo and slogan during a press conference on Tuesday at the University of the Virgin Islands on St. Thomas. At the same conference the company also announced a \$100,000 donation to six community organizations through its non-profit arm the Liberty Foundation.

Catherine Kling, area manager for Liberty USVI, shared that yesterday “we changed over all of our locations from our former logos, including uniforms, and entire merchandising.”

When speaking about the goals for Liberty USVI she said “our promise is to bring technology, more innovation, excellent customer service- as we have been throughout this time- and much more value for your money.”

She said that “every connection matters” and “our new logo has an icon which represents the portal to connection.” A press release provided to media members at the event stated the additional meaning behind the new logo is “how our services connect consumers to their world. It is a symbol of the company’s promise to deliver technology, innovation, services, offers, and a customer experience that truly provides consumers with the best way to connect with what they value the most, wherever they are.”

This is also how the company decided that it’s new slogan will be “your world better connected” according to the press release.

Naji Khoury, CEO of Liberty Mobile USVI, explained that the company can achieve great customer service “by simply caring, by treating every connection by every individual, every customer, individually, that’s why we say every connection matters.”

Ms. Kling explained the meaning behind the new logo colors. “We are introducing the liberty orange. The liberty orange is energy and passion and the blue is the continuation of our two leading brands. If you can recall the previous liberty logo that we had was actually also blue. These are two leading companies put together continuing in the US Virgin Islands with a strong connection to the islands, to employees and to our community at large.”

She spoke to the fact that essentially the same team members have been through numerous transitions under different names and “each transition has brought more technology, more innovation, more sophistication, better customer service.”

Ms. Kling said she has been with the company for 26 years and there is an “extensive group of management that is dedicated, some with as much tenure as I have...so you can only imagine the type of commitment and care that group has for our islands...we are committed to the Virgin Islands.”

Mr. Khoury described the company by saying “we are big dreamers, we challenge the status quo, we innovate, we get crazy, we fall on our face many times that’s how we learn, we take risk, we are experts in what we do but we do make mistakes and we are very humble.”

He highlighted some of the things that Liberty Mobile USVI has done over the past year to improve their service. “We are connecting all the different cell sites to our fiber optic network and not only are we connecting it, we are burying that fiber optic network... We are building a network that is a lot more resilient. Hopefully we never put it to the test but if we do it is definitely more resilient.”

He said that with the fiber optic network underground that the network will have more capacity. One statistic that he called attention to was that Liberty has 5G coverage for 90 percent of the population of the USVI if the customer has a 5G device.

The powerpoint presentation explained that Liberty Mobile VI “has a very aggressive plan to add multiple new site builds to address coverage gaps.”

When speaking about the company’s [recent acquisition of Broadband VI](#) he said “if you look at all large serious communication companies in the world, most of them, if not all have invested in a mobile network and a fixed network. It doesn’t mean you have both but if you have both you can do great things.”

Mr. Khoury said that he couldn't share too much information publicly until the “acquisition is complete.” He explained that they are going through the regulatory approval process.

He added that the goal of the deal “is to have a state of the art broadband network, probably one of the best in the Caribbean.” He hopes that they can create more competition because “we all thrive when there is competition.”

The CEO said that the company has 45 employees in the Virgin Islands with 10 of those employees being new hires in 2021. He added that 50 percent of entry/middle management positions in the USVI are occupied by females, 61 percent of total employees are women and 54 percent of employees are millennials.

Liberty has five retail locations in the Virgin Islands with three of those locations open seven days a week. Mr. Khoury said that agents at the call center are fluent in English addressing an issue that he said “at the beginning maybe you had some of you had Spanish speaking (agents) but that got fixed.”

Yadira Valdivia, executive director of the Liberty Foundation, provided more details about the \$100,000 donation to local nonprofits.

Ms. Valdivia explained that the Liberty Foundation “supports non profit organizations that give direct services to vulnerable communities, vulnerable populations in four areas that are our pillars.” Those pillars are education, social well being and health, arts and culture and environmental protection.

She shared that the organizations selected to receive money from this donation were the Women’s Coalition of St. Croix, Family Resource Center in St. Thomas, The Virgin Islands Children's Museum in St. Thomas, The Children's Museums of St. Croix, My Brother Workshop’s and the Caribbean Centers for Boys & Girls of the Virgin Islands in St. Croix.

Ms. Valdivia said that immediately after the acquisition last year that Liberty Foundation made an alliance with the Community Foundation of the Virgin Islands and “they really helped us identify those organizations that needed support.”

She said that the company made a \$50,000 donation within the first few months the company was in the territory. Those six companies that received money from the initial donation were the Lutheran Social Services of the Virgin Islands’ Queen Louise Home for Children on St. Croix, Nana Baby Children Home on St. Thomas, Virgin Islands Volunteer Advocates for Children on St. Croix, UVI Virgin Islands Maine Advisory Service on St. Thomas, Boys and Girls Club in St. Thomas and St. John and Caribbean Museum Center for the Arts on St. Croix.