



Boulogne, 20 December 2006

Press release

**Bouygues Telecom's customer relations centres  
win certification from AFAQ AFNOR Certification:  
a first in France**

*Bouygues Telecom has achieved NF Service certification from AFAQ AFNOR Certification for quality of service at its customer relations centres. Bouygues Telecom is the only telecommunications operator in France to have met these stringent quality requirements. This comes in response to consumers' expectations for high-quality customer service.*

### **Recognition for Bouygues Telecom's Services Pledge**

Bouygues Telecom has obtained "NF Service Centre de Relation Client" certification from the French certification body AFAQ AFNOR Certification for its consumer call plans, following a two-year audit process.

Service certification is based on **qualitative and quantitative commitments** defined by customer relations professionals and consumer associations under the aegis of the AFNOR group. The commitments include greeting of customers, customer information, processing of requests, compliance with contractual commitments, personnel qualifications and training, complaints handling and measures to address customer satisfaction.

Among the 17 commitments requested of Bouygues Telecom, the results show that:

- 95% of customers access the service in less than 20 seconds;
- 85% of customers are given a suitable answer to their request;
- In 90% of instances requiring a non-immediate response, customers are called back within the agreed timeframe.

### **Customer service in France**

This certification rewards Bouygues Telecom's long-standing commitment to customer relations and underscores its determination to consistently meet customers' needs and provide them with high-quality service. The company has thus taken a proactive stance to satisfy demanding quality criteria that are audited regularly. Against the backdrop of the current debate in France about consumers' expectations, Bouygues Telecom has set itself apart from other operators to prove that it honours its Services Pledge every day.

### **Bouygues Telecom – a customer-focused organisation**

To build up a relationship based on quality and trust with customers, Bouygues Telecom directly manages its six customer relations centres, which are all located in France (Paris, Nantes, Tours, Strasbourg, Bourges and Bordeaux).

Bouygues Telecom counts more than 2,000 customer advisors on permanent contracts working in **multi-skilled teams** close to customers. Each customer is managed by a **dedicated team** in charge of answering all their requests.

Bouygues Telecom has implemented a broad-based programme to train customer advisors and enhance the profile of their profession for several years now. Customer advisors undertake eight weeks of initial training and receive regular training thereafter from the **Bouygues Telecom Academy**.

A **performance programme** based on qualitative and quantitative criteria rewards several hundred customer advisors and team leaders each year. Some 140 of them are singled out to promote service quality within the Circle of Customer Advisors, created in 2005.

## **About Bouygues Telecom**

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The ambition of Bouygues Telecom is “to become the preferred brand of mobile communication services” and to further improve the welcome and service it offers its 8,451,000 customers. After creating the talk-plan concept in France in 1996, the company launched its i-mode® services in November 2002. To date, i-mode has attracted 1,646,000 customers, including more than 300,000 customers owning a broadband i-mode phone. These new services, which can be accessed by over 91% of the French population through the national EDGE broadband network, have become highly successful. Bouygues Telecom also offers a complete range of broadband i-mode services for businesses and professionals.

## **About AFAQ AFNOR Certification**

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AFAQ AFNOR Certification, a subsidiary of the AFNOR group, is the leading certification body in France and highly ranked worldwide, with 60,000 sites certified. It offers a broad range of assessment and certification services in compliance with standards and normative documents. It also issues regulatory certificates and voluntary certifications testifying to the conformity of products, services, procedures, systems and competences.

AFAQ AFNOR Certification works with a network of technical bodies widely recognised on national, European and international levels, as well as with more than 1,000 qualified auditors, including 400 outside France.

AFAQ AFNOR Certification delivers the AFAQ, NF and AFNOR marks. It also delivers the European Ecolabel in France and CE Marking to prove that products comply with relevant European Directives. It can also deliver the European Keymark. AFAQ AFNOR Certification thus helps companies and organisations to achieve the recognised certification that best corresponds to their technical and commercial strategies.

**Companies certified under the NF Service label feature this logo:**

