



## Press Release

21 October 2008

### Bouygues Telecom invents Customer Relations 2.0

**Bouygues Telecom and online opinion specialist Human to Human have introduced the first community help site for mobile Internet and ADSL users. The platform is integrated on the Bouygues Telecom website.**

Building on the success of the popular participative blog [giiks.com](http://giiks.com), Bouygues Telecom continues to support customers with a focus on building relationships anchored in confidence. Bouygues Telecom—voted No. 1 in mobile phone customer relations quality for the second consecutive year\*—is leveraging the exciting possibilities of Web 2.0 to further deepen and enhance the quality of its customer relationships.

When consumers have questions or can't figure out how to use a feature on their mobile phone, nearly half of them go on the Web, rather than call a customer service hotline. Bouygues Telecom has been quick to identify this trend and is introducing a simple, efficient resource to address the expectations of a significant portion of its customer base. *"The [bouyguetelecom.fr](http://bouyguetelecom.fr) website already offers a contextual help section where customers can find answers to host of frequent questions. Now we're taking this approach a step further with an interactive Q&A service that's perfectly aligned with mobile multimedia,"* says Jean-Luc Gonzalez, Bouygues Telecom Director of Internet Services.

*"Rather than resort to conventional discussion forums, we've designed a community help area where visitors are actively encouraged to share their knowledge, insights, opinions and personal experience to benefit others,"* explains Jérôme Delaveau, Chairman of Human to Human.

The new community help platform is available via the [www.bouyguetelecom.fr](http://www.bouyguetelecom.fr) website's "help" section, where visitors can:

- ask a question and request solutions from other members,
- answer a question, sharing their knowledge to benefit the entire community.

Bouygues Telecom customer advisers moderate the site to verify the accuracy of the answers. They can also add information when the answer proposed is not exhaustive.

These questions and the verified solutions are then used to enrich the Bouygues Telecom FAQ section.

By drawing on collective intelligence to create a veritable knowledge base, this community platform serves both to assist customers who encounter a problem and to guide people who are wondering which phone and services are best for their needs.

The interactive community dimension of an initiative like this is extremely important. Visitors are invited to vote for the best questions and the most useful answers. A ranking then recognizes members of the community who are the most active and whose answers merit the greatest confidence.

The community help platform was introduced in mid-September for mobile Internet services. It now includes ADSL as well, enhancing support for the new Bbox offer from Bouygues Telecom.

#### **About Bouygues Telecom**

Created in 1994, Bouygues Telecom has more than 9.3 million customers, including approximately 6.9 million with contracts, and 8,000 employees. Its ambition is to become the "preferred brand of personal communication services" by further improving customer service.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millenium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.

In 2008, the all-new range of Neo call plans lets customers select their unlimited calling time slot and includes unlimited Internet surfing.

Bouygues Telecom has also become an Internet Service Provider (ISP), launching the Bbox broadband router in October on the fixed network it acquired in July 2008.

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France and very high speeds in major French cities, ensuring service quality tailored to customer expectations.

As the No. 1 in Customer Relations in the mobile phone sector \*, Bouygues Telecom is committed to direct customer service. Six customer relations centres in France staffed by 2,000 customer advisors, a distribution network of over 550 stores, and a website available 24/7 combine to ensure optimum customer service.

\* *BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2008)*

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#### **About Human to Human**

Created in June 2003, Human to Human is the first agency specialized in online opinion tracking.

Human to Human helps brands, businesses and institutions track and analyze their online reputation. The agency also provides support for forward-looking participative community communications solutions by deploying dialogue-based tools.

Human to Human represents an entirely new breed of agency inspired by the reality of today's interactive online world.

Human to Human's current client list includes Axa France, Bouygues Telecom, Carrefour, Gaz de France, Mediatis, MINEFI, La Poste (French postal service), RATP (Paris region mass transit), Sony PlayStation France, Syndicat National de l'Edition Phonographique and TF1.

For more information visit [www.humantohuman.fr](http://www.humantohuman.fr)

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