

Press release

**Several times distinguished for the quality of its customer relations,
Bouygues Telecom makes call hold times free**

***From 31 July 2007, Bouygues Telecom is making wait times free for short-number calls to Forfait, Carte Nomad and Universal Mobile customer advisors.
Bouygues Telecom thus rounds out a range of measures taken to establish privileged customer relations.***

Strong customer relations a Bouygues telecom priority

To build a relationship of quality and trust, Bouygues Telecom chose to manage its six customer relations centres itself. All six centres are in France, in Paris, Nantes, Tours, Strasbourg, Bourges and Bordeaux. The company employs more than 2,000 customer advisors on open-ended contracts, working in multi-tasking teams to establish close relationships with customers.

Each customer is managed by a dedicated team charged with responding to each of his or her requests.

Bouygues Telecom implemented a large-scale programme to raise the professional standards of customer advisors several years ago, with eight weeks' initial training and ongoing training provided by the company's Customer and Sales Academy.

Hundreds of advisors and team managers are awarded each year with a "performance path" based on qualitative and quantitative criteria, with 140 employees distinguished for fostering service quality awareness as part of the "Customer Advisor Circle", set up in 2005.

Service quality strategy recognised

After a two-year audit, Bouygues Telecom received "NF Service Centre de Relation Client" certification in December 2006 for the quality of its Contract customer service. This certification is awarded on the basis of qualitative and quantitative commitments set by customer relations professionals and consumer associations under the auspices of the AFNOR Group.

Bouygues Telecom is the only telecom operator to achieve this certification, thereby responding to the legitimate expectations of consumers.

Bouygues Telecom also won first prize in the 2007 TNS Sofres - BearingPoint Customer Relations league tables in the mobile telephony category.

Introduced four years ago, the league tables distinguish businesses and organisations that best meet their customers' day-to-day needs. The survey was conducted jointly by TNS Sofres and BearingPoint in April 2007 using a representative sample of the French population consisting of more than 4,000 people.

Bouygues Telecom was rewarded for its sustainable customer relations in the mobile telephony category.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 8.7 million customers, including 6.3 million with contracts, and 7,400 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 (Millennium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.

To guarantee high-quality customer service for consumers and businesses alike, Bouygues Telecom offers a large range of broadband services, including broadband i-mode and PCMCIA cards. Its national EDGE broadband network covers more than 91% of the French population.

Bouygues Telecom's six customer relations centres in France employ 2,000 customer advisors for optimum customer service.