



Boulogne, 17 June 2008

**Press release**

**Bouygues Telecom ranked No. 1 for customer relations**

**For the second year in a row, Bouygues Telecom has won first prize in the TNS Sofres – BearingPoint customer relations league tables in the mobile telephony category.**

The customer relations league tables, first established five years ago, pay tribute to companies and organisations which strive to best satisfy their customers on a day-to-day basis. TNS Sofres and BearingPoint jointly conducted the survey in April 2008 among a representative sample of the French population made up of 4,000 customers and users of the services of more than 100 businesses and organisations.

Bouygues Telecom was rewarded for its participative customer service in the mobile telephony category. When presented with the prize, Alain Niccolai, Senior Vice President, Sales/Customers, said: "This prize honours our constant efforts to put our customers at the centre of our everyday concerns. It attests to our strategy to develop our customer relations in France. The expertise we have acquired in the mobile-phone sector will soon be transposed to our fixed-line services."

**Customer relationship central to Bouygues Telecom's strategy**

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To create a quality, trust-based relationship, Bouygues Telecom has opted to manage in-house its six customer relations centres, all located in France (Paris, Nantes, Tours, Strasbourg, Bourges and Bordeaux). With the 300 new recruits, the company will have more than 2,000 customer advisors on permanent contracts by the end of the year. In order to establish a close relationship with customers, the advisors work in versatile teams. Every customer is managed by a team that is responsible for answering all of his or her queries.

A major programme to improve the qualifications and status of customer advisors has been up and running for several years. This consists of eight weeks of initial training followed by regular continuous training delivered by the Bouygues Telecom Academy.

A performance policy based on qualitative and quantitative criteria offers rewards for several hundred of the best advisors and team managers every year. 150 are members of the Circle of Customer Advisors set up in 2005 to promote service quality.

In late 2006, Bouygues Telecom was awarded national Customer Relations Centre Service certification by AFAQ AFNOR Certification for its consumer call plans. This service certification is based on qualitative and quantitative commitments defined by customer relations professionals and consumer groups under the supervision of AFNOR, the French standards organisation.

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