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Press release

**Bouygues Telecom recruits 300 people
for its six customer relations centres all located in France**

By recruiting 300 people, Bouygues Telecom is continuing to expand its customer relations centres. At a time when relocating jobs is the growing trend, this original approach demonstrates Bouygues Telecom's commitment to keeping all its centres located in France.

Bouygues Telecom is thus investing in the resources it needs to respond to the diversification of customer relations activities generated by a 9.2 million-strong customer base and new requests about mobile multimedia. Universal Mobile has also outsourced management of its customer relations to Bouygues Telecom because of the exceptional service quality it provides customers.

Customer relationship central to Bouygues Telecom's strategy

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.

300 additional jobs to fill in France

Bouygues Telecom is mainly recruiting customer advisors. As the key interface with customers, they are the ambassadors of Bouygues Telecom. Their mission is to meet users' expectations and ensure they are satisfied on a daily basis. The advisors' role is to listen to customers, provide information, advise them and win their loyalty.

To fill these positions, Bouygues Telecom is looking for candidates with two years' higher education, with or without prior customer service experience, who have excellent interpersonal and verbal communication skills. Prospective employees must also have highly developed computer skills and a strong ability to listen.

Bouygues Telecom also intends to recruit a small number of team managers, with at least four years' higher education and significant management experience, to supervise the customer advisors.

For more information, prospective candidates should view the employment offers on Bouygues Telecom's website www.recrute.bouyguestelecom.fr

About Bouygues Telecom

Created in 1994, Bouygues Telecom has more than 9.2 million customers, including approximately 6.7 million with contracts, and 7,700 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 an unlimited calling time slot. The new mobile internet offer includes free unlimited reception of personal emails regardless of the customer's handset. In addition to an unlocked call plan, the Web & Mail Option offers unlimited mobile internet surfing. Bouygues Telecom will launch its first fixed line offers in 2008.

To guarantee high-quality customer service for consumers and businesses alike, Bouygues Telecom markets a large range of broadband services. Its national EDGE broadband network covers more than 93% of the French population. Bouygues Telecom's 3G+ network carries even higher speeds to tailor solutions to customers' future needs.

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