



Boulogne, 5 June 2009

Press release

Bouygues Telecom, ranked No. 1 for customer relations for the third year running

For the third consecutive year, Bouygues Telecom has won the first prize in the TNS Sofres – BearingPoint customer relations league tables, thereby confirming its leadership.

The customer relations league tables, first established six 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 2009 among a representative sample of 4,000 customers and users of services of more than 100 businesses and organisations.

Bouygues Telecom was rewarded for its direct customer service in the mobile telephony category (Bouygues Telecom Club stores). According to Alain Niccolai, Senior Vice President, Sales/Customers at Bouygues Telecom, “being rewarded for the third time running shows that our strong expertise and our ability to consistently provide services to the highest level of quality have been recognised; this prize goes to the sales and customer relations staff who face the daily challenge of establishing close ties with our customers, whether at Bouygues Telecom Club stores, customer relations centres or on our website”.

This new distinction rounds out the “*NF Service Centre de Relation Client*” (quality of service at customer relations centres) awarded by the French certification body AFAQ AFNOR at the end of 2006, for Bouygues Telecom’s consumer call plans. Service certification is based on qualitative and quantitative commitments defined by customer relations professionals and consumer associations under the aegis of the AFNOR group.

Multi-channel customer relations

Bouygues Telecom focuses on greeting customers, giving advice and providing service and assistance thanks to three complementary contact channels:

- The www.bouyguetelecom.fr website

With 6 million unique visitors per month, the website is the contact channel most used by customers. In October 2008, Bouygues Telecom enhanced it with a community help platform: visitors share their knowledge, opinions and experience thereby strengthening the help centre already set in place for most frequently-asked questions. Dedicated Bouygues Telecom customer advisers validate or add to the answers given. By drawing on collective intelligence to create a genuine knowledge data base, the community help 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. http://www.entraide.bouyguetelecom.fr/f_nav/accueil

- **The Bouygues Telecom Clubs network (RCBT)**

The 590 sales outlets, genuine areas of dialogue, now have tools to tailor services to customer needs depending on usage and consumption. Sales advisers can directly update customer files with offers and services where appropriate.

- **Customer advisers**

As multi-taskers, customer advisers ensure that each customer has a personalised service. They provide one-stop support for customers in answering all their queries (mobile, fixed, TV, Internet).

About Bouygues Telecom

Created in 1994, Bouygues Telecom has more than 9.7 million customers, including approximately 7.3 million with contracts, and 8,650 employees. Its ambition is to "become the preferred brand for mobile, fixed, TV and Internet communication services" and provide greater freedom by focusing on customer greeting and support.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans with Millennium in 1999 and neo in 2006, Bouygues Telecom launched neo.2 in 2008, which lets customers select their unlimited calling time slot. In 2008, Bouygues Telecom also became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invents all-in-one service with ideo: customers choose the mobile plan that matches their needs and benefit from the Bbox gateway: fixed telephone, Internet and TV.

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France (94% and 75% respectively) and very high speeds in major French cities.

As the No. 1 in Customer Relations in the mobile phone sector¹ for the third year running, Bouygues Telecom is committed to direct customer service. Its customer relations centres, the distribution network of over 590 stores, and a website available 24/7 combine to ensure optimum customer service.

¹*BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2009)*

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