

Press release

Réseau Clubs Bouygues Telecom (RCBT) passed the milestone of 600 stores, joining the Top 50 companies with the largest number of retail outlets.

Over 50 new Réseau Clubs Bouygues Telecom (RCBT) network stores are opened each year. Eleven years since it was created, the network now counts more than 600 outlets. RCBT now ranks 46th in the Top 50 retail outlet league table¹ of nationwide brands with own-brand stores (all sectors). It is also deploying a fresh store concept to reflect Bouygues Telecom's position as a comprehensive operator with mobile, fixed and Internet offers.

Even better customer experience at Clubs Bouygues Telecom stores

As Bouygues Telecom adds more offers for customers, RCBT has begun redesigning the stores:

- The average sales floorspace has been increased.
- Offers and services are conveniently grouped and there are special areas for netbooks and 3G+ keys.
- Bbox, ideo and Professional solutions sections join the selection of mobiles and accessories.
- Back office operations have been optimized to integrate logistics (products in stock), an office for the store manager and a break area for staff.

Multichannel customer relations

Bouygues Telecom is committed to delivering a superior experience for customers at its stores, with an emphasis on a friendly welcome, good advice, plus top quality service and support. Customers now have two other contact channels in addition to the 600 Clubs Bouygues Telecom stores:

- With 6 million unique visitors per month, the www.bouyguetelecom.fr website is the most frequently used contact channel for customers. In October 2008 Bouygues Telecom enhanced the site with a community help platform. Visitors share their knowledge, opinions and experience and strengthen the support centre available for the most frequently asked questions. Specialised Bouygues Telecom customer advisors validate or complete answers. A fully-fledged knowledge base that leverages collective intelligence, this community help platform is a source of aid for customers who have a specific issue, as well as a convenient way for people to do a little research before choosing their solution. http://www.entraide.bouyguetelecom.fr/f_nav/accueil

¹ "Annuaire de l'Enseigne" brand directory

- Customer advisors work as part of versatile multi-skilled teams to provide personalised assistance and a single contact for each customer, whether they need help with mobile, fixed, TV or Internet services.

About Réseau Clubs Bouygues Telecom

Created in 1998, the Réseau Clubs Bouygues Telecom network stores currently counts 600 sales outlets across all of France, including over 250 branches.

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