



Paris, 4 June 2010

## Press release

### **Bouygues Telecom ranks No. 1 for customer relations for the fourth year running**

**For the fourth consecutive year, Bouygues Telecom has won the first prize in the BearingPoint-TNS Sofres customer relations league tables in the mobile telephony category. This distinction rounds out the AFAQ AFNOR “NF Service Centre de Relation Client” (quality of service at customer relations centres) certification. Bouygues Telecom is the only telecommunications operator in France to have received certification for both its mobile and fixed-line activities, thereby confirming its expertise, the quality of customer relations and leadership.**

The BearingPoint-TNS Sofres customer relations league tables pay tribute to companies that best satisfy their customers on a day-to-day basis. The survey was conducted in April 2010 among a representative sample of the French population made up of 4,000 customers and users of services of more than 175 companies and organisations.

The league tables assess customer relations from all aspects, with specific analysis of a particular theme. This year, the emphasis was on digital customer relations. Bouygues Telecom has thus been rewarded for a new speciality, following on from direct customer service (Club Bouygues Telecom stores) in 2009, participative customer service in 2008 and sustainable customer relations in 2007.

For Alain Niccolai, Senior Vice President, Sales/Customers at Bouygues Telecom, *“Being rewarded for the fourth year running while our customer service is assessed from a different angle each time is a true sign of recognition for all our staff. It shows that the path we have chosen – providing the best possible customer service whatever the contact channel – is the right one. We have always put customers at the centre of our everyday concerns and they are well aware of that. Let them rest assured that we will continue”.*

In 2009, Bouygues Telecom was awarded “NF Service Centre de Relation Client” certification for its fixed-line services, just a few months after its entry on the market. The company has had NF Service certification for its mobile phone service since 2006, making it the only telecommunications operator to have double certification.

Service certification is based on qualitative and quantitative commitments defined by customer relations professionals and consumer organisations under the aegis of the AFNOR group. The 26 quality requirements focus on greeting customers, providing information to customers, processing requests, respecting contractual commitments, staff qualifications and training, processing of claims and taking stock of customer satisfaction, etc.

#### **Multi-channel customer relations**

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

- **The [www.bouyguetelecom.fr](http://www.bouyguetelecom.fr) website**

With 6 million unique visitors per month, the website is the contact channel most used by customers. Bouygues Telecom enhanced it with a community help platform where visitors can share their knowledge, opinions and experience, etc.

Dedicated Bouygues Telecom customer advisers validate or add to the answers given. [http://www.entraide.bouyguetelecom.fr/f\\_nav/accueil](http://www.entraide.bouyguetelecom.fr/f_nav/accueil).

- **The Réseau Club Bouygues Telecom (RCBT) network**

The 600 sales outlets, genuine areas of dialogue, are provided, like the website, with 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***

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Created in 1994, Bouygues Telecom has 10,394,000 mobile customers, 428,000 fixed-line customers and 9,000 employees. Bouygues Telecom's ambition is to become "the preferred brand of personal communication services" for both mobile and fixed phone service, as well as TV and Internet, thanks to a continuous focus on greater freedom and exemplary customer service.

After pioneering the talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans with Millennium (1999) and neo (2006). Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented the "all-in-one" solution with ideo the first quadruple play offer in the market — mobile, fixed, TV and Internet.

In 2010, Bouygues Telecom launched ideo 24/24, the first quadruple play offer with unlimited mobile call plans, 24/7. This year, the operator will also introduce a very-high-speed offer.

Bouygues Telecom's mobile network covers over 98% of the population. Its 3G+ network provides mobile Internet access for 81% of the population.

Bouygues Telecom is the only operator to be awarded "NF Service Centre de Relation Client" certification from French certification body AFAQ AFNOR for all its consumer activities (mobile and fixed). The company has also been ranked No. 1 in Customer Relations<sup>1</sup> in the mobile phone sector for the fourth year running. Customer relations centres, a distribution network of 600 Club Bouygues Telecom stores, and a website available 24/7 combine to ensure optimum customer service.

<sup>1</sup>BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2010)

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