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Press release

Bouygues Telecom is still the only operator to have obtained dual AFNOR Certification for the quality of its Customer Relations Centres, for its fixed and mobile businesses

Bouygues Telecom has obtained the renewal of NF Service certification for its customer Relations Centres, for both its fixed and mobile services. It remains the only operator to boast this distinction for all its consumer activities. This dual recognition takes on even more value this year since the standard, now European, was reassessed in 2010 to include labour criteria.

NF Service guidelines for Customer Relations Centres, based on qualitative and quantitative commitments, now combine requirements on the performance and quality of services provided to customers (including reception, processing requests and factoring in customer satisfaction) with labour issues, taking account of customer advisor satisfaction, the efficiency of training courses and the anticipation of call volumes.

Among the 18 commitments required to obtain the certification, the results concerning these occupational criteria show that:

- 79% of customer advisors are very satisfied with their work conditions and environment,
- staff numbers are adapted to the needs observed, which means that call volumes are correctly anticipated.

In its conclusions, AFNOR Certification body underlined that “93% of customer advisors said they trusted the company [...] and are proud to work there”.

Certification renewal confirms Bouygues Telecom’s leadership in customer relations, with the company also ranking No. 1 in 2010 in customer relations in the mobile phone sector – for the fourth consecutive year. Commenting, Corinne Caffin, Director of Customer Relations Centres, said: “We are proud to be recognised for the quality of our Customer Relations Centres once again this year, especially since the standard is becoming more and more demanding. Obtaining NF Service certification for the Customer Relations Centres confirms Bouygues Telecom’s expertise and the particular attention it has always placed on customers and employees alike.”

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