



Paris, 8 June 2011

#### Press release

**Bouygues Telecom celebrates its 15th birthday with two achievements:  
No.1 for customer relations for its fixed and mobile businesses  
and 1 million fixed broadband customers**

Bouygues Telecom officially marked its 15th birthday on 29 May and recently broke through the symbolic threshold of one million fixed broadband customers. Then, on 7 June, the operator was ranked No. 1 in customer relations for its fixed/ISP and mobile telephony businesses. This is the fifth year running for its mobile business and the first one for its fixed business.

Olivier Roussat, CEO of Bouygues Telecom, said; *“This rewards the efforts of our 9,200 employees. Customer relations have constantly been the focus of our concerns in the mobile business, since it was created 15 years ago, and in the fixed business, since it was launched three years ago. And it should come as no surprise that the latter has been able to win over one million customers in so little time.”*

#### **Bouygues Telecom is the first operator to be ranked No. 1 for its fixed and mobile businesses**

The BearingPoint/TNS Sofres customer relations league table awards are given to those companies that provide the most satisfaction to their customers on a daily basis. They are based on a wide-ranging survey carried out in April 2011 on a representative sample of the French population made up of 4,000 customers and users from 183 companies and organisations in 11 different sectors\*.

Amongst the 13 criteria used in the abovementioned survey, the five main customer relations criteria are meeting customer requirements, responsiveness, dealing with complaints, transparency of information and satisfying customer expectations in one go.

For the first time ever, Bouygues Telecom has been ranked No. 1 for both its mobile business (every year since 2007) and its fixed/ISP business (for the first time this year).

Bouygues Telecom is also the only operator to have been awarded the AFAQ AFNOR ‘NF service label for Customer Relations centres’ for its mobile and fixed businesses, which comes on top of the two accolades mentioned above.

#### **1 million fixed broadband customers**

Three years after the launch of the Bbox for the consumer market, Bouygues Telecom has just broken through the one million customer mark for its fixed broadband business. The past three years have seen a series of innovations, and, in particular, the introduction of ideo in 2009, the market’s first ever

quadruple play offer. Bouygues Telecom also launched Bbox fibre, its very high-speed offer in November 2010.

At 31 March 2011, the operator posted the strongest rate of net market growth for the fourth quarter running with 132,000 new customers.

*\* Insurance, automobile, bank, specialist retail, services companies, mass retail, public services, fixed-line telephony/ISP, mobile telephony, tourism, transport.*

### **About Bouygues Telecom**

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*Created in 1994, Bouygues Telecom has 11,191,000 mobile customers and 1,000,000 fixed broadband customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services. Each day, the company's 9,200 employees develop solutions aligned with changing customer needs and deliver efficient support.*

*After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: 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.*

*In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer, and began investing in fibre-to-the-home in high-density areas.*

*Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 85% of the population.*

*Bouygues Telecom is the only operator to be awarded "NF Service Centre de Relation Client" certification from French standards agency AFNOR Certification for all its consumer activities (mobile and fixed) and in 2011 it was also ranked no. 1 for its customer relations in both its mobile (the 5th year running) and fixed\* activities. Customer relations centres, a distribution network of 630 Bouygues Telecom Club stores, and a website available 24/7 combine to ensure optimum customer service.*

*\*BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2011)*

### **Press contacts:**

Adeline Soubie – +33 (0)1 58 17 97 06 – [asoubieb@bouyguetelecom.fr](mailto:asoubieb@bouyguetelecom.fr)

Guillaume Stérin – +33 (0)1 58 17 94 82 – [gsterin@bouyguetelecom.fr](mailto:gsterin@bouyguetelecom.fr)

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