



4 July 2011

Press release

## **Bouygues Telecom to unveil mobile telephony 2.0 on 18 July**



**Simpler, more direct and very economical, with a focus on community for the Internet generation.**

**B&YOU is inspired by an elegantly simple idea: ubiquitous Internet access has created a whole new kind of user:**

- People who know how to do everything—or almost—without assistance.
- When they need answers, they rely almost exclusively on the relevant user community.
- They do not see themselves as 'subscribers', but as consumers of a service, and want their freedom at all times.
- With smartphones, their handset becomes a computer that fits in the palm of their hand.

**Bouygues Telecom has created an exciting new concept for this new generation called B&YOU**

- The whole process takes place online: people sign up for the service, manage their account...and can even cancel it!
- When people have a question, the community has the answer.
- A choice of no commitment plans.
- Last but not least, B&YOU is continually enhanced by suggestions from users themselves!



## What is it? How does it work? For whom?

### The plans

From **18 July**, B&YOU will offer **two NO COMMITMENT plans**<sup>1</sup> available exclusively at [www.b-and-you.fr](http://www.b-and-you.fr) :

- Unlimited voice calls (including VOIP)/SMS/MMS and Wi-Fi 24/7: **€24.90/month**;
- Unlimited voice calls (including VOIP)/SMS/MMS and Wi-Fi as well as 3G+ Internet<sup>2</sup>: **€36.90/month**;
- B&YOU will also offer a range of handsets, including the latest smartphones. **They will be sold to customers at Bouygues Telecom's cost price**;
- B&YOU will add more solutions throughout the second half of 2011, especially for the purchase of a handset :
  - ➔ Payment in three instalments at no extra cost
  - ➔ Rental with a purchase option
  - ➔ Pre-owned handsets

### The model

B&YOU introduces a groundbreaking model:

- **customers do everything online**, on the operator's website: sign up for a plan, check phone usage, report a lost or stolen handset...or even cancel the service;
- with B&YOU, **people can keep their current handset** or buy a new one whose cost is equivalent to Bouygues Telecom's cost price;
- handsets are shipped or returned by post or from designated collection points (available shortly);
- if someone reports a problem with their handset, they can **request a replacement on loan** with the same operating system; Android, Apple OS or Blackberry (*this service will be available in the second half of 2011*);
- B&YOU will prioritize email contacts with customers. **Users can also take advantage of community help forums**;
- contributors to the B&YOU community will be awarded points :
  - o this lets B&YOU users see whether the answer to their question is from a "newbie" or an expert (a system inspired by user levels on online video games);
  - o contributors who total a certain number of points earn special privileges like being invited to take part in a B&YOU ad campaign, invitations to focus groups on enhancements to B&YOU and will be the first to consult job offers from B&YOU.

All terms and conditions of use and the range of services provided are **clearly and exhaustively** detailed when customers sign up. Advertising and marketing will emphasize that these plans are aimed at people who can manage their mobile phone on their own.

<sup>1</sup> 24/24 Plan & 24h/24 & Internet 3G+ Plan: SIM €1. Mobile Internet (not including use of modems, peer-to-peer and newsgroups). Calls in mainland France (excluding short and premium numbers). Unlimited for private use between two individuals (excluding calls from a 6th phone – or calls to over 129 different numbers during the month: billed in addition to the monthly plan cost). Full terms and conditions are available on [b-and-you.fr](http://b-and-you.fr).

<sup>2</sup> Mobile Internet: up to 500 MB, €0.05/MB after this limit with no reduction in data speeds

## For whom?

B&YOU only targets people from the internet generation, who are comfortable with finding answers to their questions online. These are people who are conversant with online forums and know how to change their smartphone settings almost as fast as a professional. In other words the core profile is someone who is technically savvy and comfortable with new technologies.

## User community

Community help is a pillar of the B&YOU model.

The B&YOU website provides a very user-friendly interface, plus collaborative spaces that make it easy to obtain assistance as part of a vibrant community. It is designed to let people exchange tips, post problems and offer advice to others. A community manager will provide additional information when necessary and structures the knowledge base. There is also a special area on the site where users can post suggestions and recommendations to drive the continuous improvement of B&YOU and its offers. Users can propose ideas and let the community vote (in the “Your Ideas” section). The most popular ideas will lead to new developments.

B&YOU is also in daily contact with users via Facebook, Twitter, plus the brand’s blog and forum.

### **About Bouygues Telecom**

*Created in 1994, Bouygues Telecom has 11,191,000 mobile customers and more than one million 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).*

[www.bouyguetelecom.fr](http://www.bouyguetelecom.fr)

### **About B&YOU**

*Based on an idea by Bouygues Telecom, B&YOU is to launch mobile telephony 2.0 in July 2011 to meet the needs of the Internet generation. Users will be able to subscribe to the service and carry out all other operations only on line. The B&YOU website provides a very user-friendly interface, plus collaborative spaces that make it easy to obtain assistance as part of a vibrant community. Via their suggestions, users can contribute directly to enhancing B&YOU and its offers.*

[www.b-and-you.fr](http://www.b-and-you.fr)

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