



Paris, 4 October 2011

## Press release

### Bouygues Telecom obtains Diversity label

**Claude Guéant, French Minister of the Interior, presented the Diversity label to Bouygues Telecom on 3 October 2011. This label, which is awarded by the Interior ministry in partnership with French standards agency Afnor Certification, rewards all the commitments and good practices pursued by the company that favour equal opportunities and the fight against discrimination.**

Richard Viel, Deputy Chief Executive Officer of Bouygues Telecom, said that “obtaining the Diversity label is recognition of long-standing measures taken by the company. The diversity of our staff reflects that of our customers and therefore enables us to best satisfy their requirements”.

The Diversity label was awarded following a demanding certification process carried out by Afnor Certification in five sites of the company, namely Tour Sequana at Issy-les-Moulineaux, the Technopôle at Meudon and the three customer relations centres in Paris, Nantes and Bordeaux. In April 2011, the company’s entire human resources policy and processes were audited in order to evaluate diversity.

Obtaining this label is another step in the diversity and equal opportunities policy pursued by Bouygues Telecom in the past few years, which includes the following milestones:

- 2004 The first agreement relating to the integration of employees with disabilities and keeping them in employment
- 2006 Agreement favouring equal opportunities between men and women at work
- 2007 The first agreement on favouring employment for older workers  
Second government-approved agreement for employees with disabilities  
Signing of the Diversity charter  
Creation of the Disability task force
- 2008 Creation of an equal opportunities and diversity team within the Human Resources Department
- 2009 Introduction of the anonymous CV scheme  
Amendment to the agreement for older workers
- 2010 Third government-approved agreement for employees with disabilities
- 2011 Launch of the “Women and management” programme

## ***About Bouygues Telecom***

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Created in 1994, Bouygues Telecom has 11,187,000 mobile customers and 1,023,000 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 88% 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 Club Bouygues Telecom stores and a website available 24/7 combine to ensure optimum customer service.

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

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