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### Press release

**Bouygues Telecom once again the only operator to be awarded  
Afnor Certification  
for the quality of its Customer Relations Centres for both fixed and mobile businesses**

Bouygues Telecom has obtained the renewal of NF Service certification for its Customer Relations Centres serving both fixed and mobile customers.

Bouygues Telecom remains the only telecom operator to be awarded the NF label for customer relations platforms covering all Internet, television and telephone services. The NF label is based on the European standard EN 15838. This latest recognition follows the No. 1 ranking for customer relations received in June 2011 in two categories. Bouygues Telecom was ranked No. 1 in the mobile segment for the fifth consecutive year and No. 1 for the first time in the Internet/fixed segment, just two and a half years after the launch of the Bbox. This remarkable performance was further confirmed when Bouygues Telecom's Alain Angerame was voted 2011 Customer Relations Director of the Year.

The NF Service certification for customer relations centres is based on an assessment of both qualitative and quantitative commitments:

- Optimised customer relations organisation and infrastructure,
- The information provided to customers,
- Wait times before customer contacts are answered,
- Processing of customer requests,
- Meeting contractual commitments,
- Qualification, training and support for staff,
- Handling of claims,
- Integration of both customer and employee satisfaction.

In confirming the renewal, Afnor Certification emphasised "the expertise of customer advisors and the significant maturity of the teams staffing the Customer Relations Centres, positively impacting the quality of service delivered."

This certification has been regularly renewed since 2006, confirming that Bouygues Telecom considers the quality of customer relations a strategic commercial imperative. The latest renewal consolidates Bouygues Telecom's leadership in this key area.

## *About Bouygues Telecom*

*Founded 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 90% 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 Clubs 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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