

BlueLink appoints two new operations directors to ensure its growth

BlueLink, an upmarket specialist in remote customer relationship management has deployed its new organization in order to back its growth. With a view to optimizing the management of its activities in France and throughout the world, BlueLink has appointed Sophie Virapin as BlueLink Paris Director and Marc Breiner as International Operations Director.

Sophie Virapin, BlueLink Paris Director

The holder of a diploma issued by the *ESSEC* (management and business school), Sophie Virapin began her career with a consultancy firm and joined the group Air France in 1989. There, she held senior positions in marketing and crisis management and, namely, managed all *ROC* activities (“operational customer call-back”). Sophie Virapin joined the group BlueLink in May 2006 where she assumed the responsibility of Customer Service Director until her recent appointment at the head of the centre in Ivry-sur-Seine, the Parisian expertise centre of the group BlueLink.



Marc Breiner, International Operations Director

Marc Breiner joined BlueLink, formerly “Fréquence Plus Services”, in 1994 as Operations Manager of the loyalty programme *Fréquence Plus*, where he took part in the creation of the programme *Flying Blue*. Afterwards, he took charge of Operations at BCD Travel, a vast network of business travel agencies. Later, he worked for BlueLink again as Flow Manager for the subsidiary Team Trackers, whose expertise centre is in Prague, until his recent appointment as International Operations Director with the group BlueLink.



Reorganization as factor of development

The arrival of new partners and BlueLink's desire to assist them with their international projects have called for this reorganization that centres around several "Business Units" and the creation of cross-functional management pillars within the group BlueLink, such as the Department of Industrial Organization and Finance and the IT Department, managed by Gilles Nakache and Eric Legrand respectively.

One of the major changes has been the creation of the subsidiary *BlueLink International Ltd*, set up to group all BlueLink's activities on an international scale and to promote dialogue between the different centres of the Parisian head office. This new subsidiary is well in line with the BlueLink group's ambitions of growth abroad.

"This new matrix organization is our response to the expectations of our international partners in quest of a value-added offer ensuring homogeneity between customer relations worldwide", says Tanguy de Laubier, CEO of BlueLink. "Our growth, the cause of these in-house changes, allows us to create new positions thus offering our employees genuine career opportunities", he concludes.

About BlueLink

A subsidiary of the AIR FRANCE KLM group, **BlueLink is an upmarket specialist in the field of customer care** with **prestigious references** in sectors such as **air transport, tourism and leisure activities, culture and media, banking, insurance and luxury**. Created in 1992 as Fréquence Plus Services, the company, called BlueLink since 2 April 2008, intervenes in every stage of customer care of companies through a complete offer of multi-site, multimedia and multilingual services. The group BlueLink obtained the **Social responsibility label** in May 2008 and realised a turnover of €54 million the same year. With **20 working languages worldwide**, BlueLink notably manages the loyalty programme of AIR FRANCE KLM, Flying Blue, the European leader with 13.5 million members.

With **1,000 employees** throughout the world, 500 of whom in France, BlueLink has **in-depth expertise in the management of complex activities** (handling of complaints, specific and secure operational procedures, professional tools in expert mode); 50 % of the activities are handled by the Back Office (mail, fax, e-mail).

Supported by its long-lasting position as part of the Air France group, **BlueLink** has also developed an offer of **additional services with high added value** such as feedback to its customers through operational marketing and fraud prevention services.

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