

Ivry-sur-Seine, 10 September 2009

## **BlueLink distinguishes itself as expert in loyalty management**

---

**This upmarket specialist in the field of remote customer relationship management has built its growth on customer loyalty development on behalf of big companies by managing, among others, the first European loyalty programme, Flying Blue, which boasts 14 million members. BlueLink's unique expertise is based on guidance and advice tailored to the needs of its principals and end customers. Its capacity to manage and streamline complex programmes is all the more obvious, as it guarantees the same level of service worldwide.**

### **Guidance and advice**

After 17 years in customer relationship management, BlueLink has the capacity to create dedicated expert teams for each new partner. Within its continual improvement cycle, it ensures optimal quality monitoring, conducts satisfaction surveys and performs specific research to collect and analyse customer feedback. Its many tools enable BlueLink's experts to provide companies with solutions to improve their products and services on a regular basis.

*"We are the brand's ear" as regards its loyalty offer as well as products and services in general", says Sophie Virapin, Director of BlueLink Paris. "The customer service centre is increasingly the only point of direct contact between companies and their customers. It is therefore the best place to hear what customers have to say", she adds.*

### **Tailor-made approach for high-income customers**

The reputable companies composing BlueLink's customer portfolio require segmentation of customer relationship management. It is the case of luxury-sector companies whose high-income end customers are serviced by customer advisors with a special level of expertise. To maximize rapport between

companies and their most demanding customers, dedicated teams are created, thus developing the custom approach and loyalty.

### **Equivalent service worldwide**

Owner or multi-brand? BlueLink guarantees the same level of service the world over. Thanks to its capacity to manage customer relations remotely in 20 languages, BlueLink replicates the same level of expertise and advice throughout the world, ensuring that all customers of its partners enjoy the same quality of service.

### **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.

**[www.bluelinkservices.com](http://www.bluelinkservices.com)**

### **Press contact:**

Alexandra de Busni  
Florence Gillier et Associés  
Tel: +33 (0)1 41 18 85 55  
[alexandradb@fgcom.fr](mailto:alexandradb@fgcom.fr)