

Ivry-sur-Seine, 11 February 2010

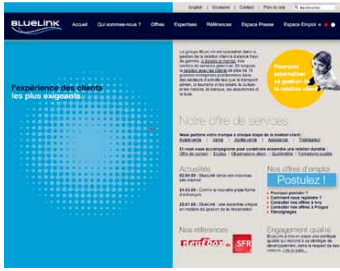
BlueLink website wins Golden Top Com 2010 in “Web Design” category

The BlueLink Group’s website - www.bluelinkservices.com - has received the Golden Top Com Corporate Business Award 2010 within the “Web Design” category. Brandimage - Desgrippes & Laga helped BlueLink design and implement this website (launched on 2 April 2009, one year to the day after the Group’s name change). It is not only the first external communication tool created for BlueLink but also a milestone in the Group’s global rebranding project: upmarket positioning in the remote customer care solutions market, a new name and corporate identity.



BlueLink puts people – its greatest asset – in the spotlight

The website puts people at the heart of communication through pictures taken as part of the project. The visuals add a touch of frankness and reality to the site, as all models are BlueLink employees, photographed at work. *“The website shows the teams as they really are, going about their usual tasks in their usual setting; it allows to demonstrate their customer focus and the pride they take in working for the company”*, comments Tanguy de Laubier, BlueLink CEO.



Dynamic and user-friendly design increases added value

The pages of the website reflect the real life within the company. The two-column format evokes the feel of a quality magazine. The palette is a combination of the dominant company colours (blue and light beige) as well as a range of bright and warm colours suggesting contact, warmth, action, and friendliness – perceptions associated with the company and its business. What makes the style special is the prevalence of full-screen visuals, brightly-coloured areas and dynamic graphics where variations of the red dot from the logo help differentiate between the major sections of the website.

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Elegant and effective, the website helps the brand stand out in its market, reinforces BlueLink's position as an upmarket leader offering high value-added solutions and promotes the expertise of its teams and the quality of its services. The Golden Top Com prize (awarded by a jury of advertisers and experts) is a recognition of what our clients and partners already believe and our teams are proud of.

About BlueLink

BlueLink is an upmarket leader specialising in remote customer care solutions. The Group's service centres manage customer relationships in 22 languages for over 15 major companies throughout the world in a variety of sectors: air transport, tourism & leisure, banking & insurance, luxury. BlueLink also caters for customers of *Flying Blue*, the AIR FRANCE KLM Group's loyalty scheme – the biggest in Europe – with 17 million members.

BlueLink was established in 1992 as a subsidiary of AIR FRANCE KLM – Fréquence Plus Services – and today it offers guidance to companies in all stages of customer relationship management through a range of multilingual, multi-site and multi-channel services. The BlueLink Group reported a turnover of €54 million for 2008.

The 1,500 BlueLink employees around the world, including 550 in France, have cutting-edge expertise in the management of complex activities: complaint resolution, development of specific and secure operating procedures, management of advanced business tools. BlueLink also offers additional high value-added services such as feedback to its clients via Operational Marketing and Fraud Prevention.

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English | Glossaire | Contact | Plan du site | Rechercher

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Notre valeur ajoutée > Chiffres-clés Équipe managériale Historique Implantations Nos engagements

Chiffres-clés

Chiffres d'affaires en M€

(*) prévision

Quelques chiffres annuels monde

0,84 million d'appels sortants

Le centre d'Ivry-sur-Seine

6 langues traitées : français, anglais, néerlandais, allemand, espagnol, italien

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Gestion de la relation client > Gestion de la relation client Accompagnement stratégique

Gestion de la relation client à distance

"L'offre BlueLink : des solutions à chaque étape de la relation client"

Avant-vente

- Ciblage
- Prospection
- Prise de RDV
- Qualification
- Information produits et services

Vente

- Télévente (appels entrants/sortants)
- Réservation
- Prise de commandes
- Relance commerciale
- Ventes croisées / Ventes accessoires / Ventes incitatives

Fidélisation

- Retention de clients
- Gestion d'un service consommateur
- Gestion de programme de fidélisation

Après-Vente

- Gestion de comptes
- Modification / Annulation / Remboursement
- Reclamations / Gestion des recours
- Cellule de crise

Assistance

- Assistance technique
- Assistance internet
- Assistance commerciale

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Gestion de la relation client > Accompagnement stratégique

Accompagnement stratégique

"L'offre BlueLink : des solutions à chaque étape de la relation client"

- Études
- Observatoire clients
- Qualimétrie
 - Études marketing
 - Observatoire clients
 - Enquêtes de satisfaction / Customer feedback
 - Management de la qualité
 - Reporting / statistiques

Formations qualité

- Méthodes et outils Qualité

L'offre de conseil

- Accompagnement et gestion de projet
- Organisation
- Qualité

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