

BlueLink creates Group Operations Division

To support the company's development in France and around the world, the high-quality customer relationship management leader has entrusted Marc Breiner with the management of the newly created Group Operations Division including the Group's Business Units as well as workload distribution and routing functions.

Marc Breiner, Group Operations Director

Marc Breiner joined BlueLink in 1994 as Operations Manager in charge of the *Fréquence Plus* loyalty scheme and helped create the *Flying Blue* programme. After this experience, he managed BCD Travel Operations, a large network of business travel agencies. He returned to BlueLink as Manager of Team Trackers, the company's Prague-based subsidiary, and was later in charge of the BlueLink International Operations Division. On 1 June 2010, he was appointed Group Operations Director in charge of all BlueLink Business Units in France and abroad.



A stronger international business model

New partnerships and a desire to guide Clients through their international projects led BlueLink to review its organisational structure in April 2009. The reorganisation involved the creation of Business Units and the BlueLink Group's central divisions such as Industrial Organisation & Finance and Information Systems, managed by Gilles Nakache and Eric Legrand respectively.

"Changes in the market landscape and Clients' expectations over the past year highlighted the need for a competitive, flexible and high-performance business model. To achieve this, we have made adjustments to our organisational

structure”, says Tanguy de Laubier, BlueLink CEO. “The Group Operations Division, managed by Marc Breiner, was created to satisfy our international partners who aim for a consistently high level of customer relationship management throughout the world”, he concludes.

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 18 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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