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BlueLink lands a contract with transavia.com

BlueLink, formerly Fréquence Plus Services, a specialist in high-end customer capital management, has signed a contract with transavia.com to take charge of its remote customer relationship management.

The company BlueLink has thus strengthened its position as a major player in the air transport sector.

"Customers of transavia.com are now in contact with a team of well-trained customer care agents available 7 days a week who answer all their questions, process requested modifications of files, make reservations and sell tickets", congratulates himself **Tanguy de Laubier**, General Manager of BlueLink. BlueLink's team also provides assistance in case of specific requests relating, for example, to oversized luggage or special arrangements for disabled travellers. This new agreement allows BlueLink, a subsidiary of AIR FRANCE KLM, to enlarge its range of services by incorporating a remote-sales activity in the air transport sector.*

Following an invitation to tender launched by transavia.com, BlueLink has been chosen *"due to the quality and relevance of its operational offer and its time-tested know-how in remote customer relationship management"*, declares **Norbert Zoet**, Deputy Managing Director of B2C sales for transavia.com. The quality of the services provided by BlueLink which has been managing the airline company's luggage services, namely the French part, since 2007, also carried weight.

**Opening hours of the service of transavia.com: from Monday to Friday between 8h00 a.m. and 10h00 p.m. and on Saturday and Sunday between 9h30 a.m. and 6h00 p.m.*

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. **ISO 9001-certified**, the 2000 version, and in the process of being certified NF Services, the company made a turnover of 47 million euros in 2007. 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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