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BlueLink creates Innovation Unit

As the area of customer relations is currently experiencing a radical change, together with various ways of communication between the brand and clients, who become diversified, BlueLink creates Innovation Unit related to the General Management of BlueLink and structures the offer on the multi-channel basis. Its aim is to provide a customer with a custom-made solution, adjusted to the market development.

In order to keep its dynamics, Sylvie Ramaroson, in charge of the new Innovation Unit, and Claire Jonval, Innovation project manager, will be dealing with the following missions:

- Retain the previous rating of the market and its trend,
- Identify the pool of customers significant for BlueLink, and to create new ideas,
- Make a selection of innovative projects after having come through an in-depth study and stages of prototype,
- Contribute to the continuous improvement of the solutions suggested to the customers.

"Innovative organizational, technological and economic solutions of high creative value are essential in that they are to respond to the current needs and to go through the turn of the Customer Relations 2.0."

Sylvie Ramaroson, Innovation Unit Manager.



Sylvie Ramaroson and Claire Jonval

About BlueLink

BlueLink is an upmarket leader specialising in remote customer care solutions. The Group's service centres manage customer relationships in 27 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 19 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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