



Ivry-sur-Seine, 5 June 2008

## **BlueLink brings its employees together at "*RH cafés*"**

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**A specialist in high-end customer capital management, BlueLink – formerly Fréquence Plus Services – offers its teams an original event, the "RH Café". A genuine area of dialogue between its various departments, this innovative practice encourages the staff's cultural synergy within the company.**

### ***Informal thematic meetings***

As a subsidiary of AIR FRANCE KLM that commits itself to promoting cultural, social and generational diversity, BlueLink innovates through this new practice proposed to its employees: enjoy a coffee break and ask competent speakers, internal and/or external, all sorts of questions, according to the theme. Held monthly by the Human Resources Department on BlueLink's premises in Ivry-sur-Seine, this formula allows all employees to exchange their views on a variety of subjects such as "*my salary explained*", "*increasing my professionalism in-house*" or "*superannuation*".

### ***"RH café" dedicated to diversity***

On 22 May 2008, BlueLink invited its employees to an "RH café" on diversity, on the occasion of the arrival of Dutch collaborators within the company.

A quiz on Dutch culture, photo sharing, a film, a suggestion box for ideas on diversity and its promotion, a special menu "Netherlands" at the company's restaurant were proposed in the presence of a speaker from the Dutch Institute of Paris who arrived for the occasion.

*"The initiative **RH Café**' is in line with our strategy to encourage effective internal communication within BlueLink", says **Tanguy de Laubier**, General Manager. "Fostering dialogue, careers and working environment development of our staff directly contributes to our HR dynamics and, therefore, to the high quality of the services we develop for our customers", he underlines.*

*"For the entire Human Resources Department, these special occasions are an opportunity to meet employees face to face and engage in an informal dialogue", adds **Hélène Clavé**, Human Resources Department Manager of BlueLink.*



#### **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.

#### **Press Contacts:**

Florence Gillier Communication

Virginie Heuzé

Tel.: +33 (0)1 41 18 85 55 - virginieh@fgcom.fr