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## **BlueLink entrusts its “Development & Marketing” Department to Samia Kennouche**

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**A specialist of high value-added customer capital management, BlueLink - formerly Fréquence Plus Services – has appointed Samia Kennouche as Development & Marketing Manager.**

Holder of an M.A. in corporate management obtained in 1995, Samia Kennouche began her career in the call-centre sector, with Stream International. She joined the company Sitel in 1998 where she successively worked as a project manager for Microsoft, Philips, IBM and as a presales consultant in charge of development. In March 2006, her sound knowledge of stakes relating to customer relations enabled her to join the commercial team of the company BlueLink, a subsidiary of AIR



FRANCE KLM managing customer relations for companies\* such as American Express, Hertz and, more recently, transavia.com. Today, Samia Kennouche takes charge of the newly created “Development and Marketing” Department.

*“Our company has built its development on a high-end approach based on several key factors: expertise in management of complex activities, additional high value-added services, high-contribution end-customers, a multilingual centre in the Paris Region, complemented by our solidity as part of the group AIR FRANCE KLM”,*

comments **Tanguy de Laubier, General Manager of BlueLink**. *"To pursue our growth, we have identified 3 major areas for development, which will now rely on the skills of the new Development and Marketing Department: to reinforce our partner relationships with our customers, position the company in a high-end segment of the call-centre market and develop new activities and new professions",* he concludes.

*\* All the quoted trademarks have been registered by their respective owners*

### **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.

[www.bluelinkservices.com](http://www.bluelinkservices.com)

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