



Ivry-sur-Seine, 4 November 2008

BlueLink obtains the Social Responsibility Label without reservation

The company BlueLink, specialized in high-end customer capital management, has obtained the Social Responsibility Label. Granted to the centres in Ivry-sur Seine (94) and Prague, the 2008 version of the Label has introduced a new criterion – Corporate Social Responsibility (CSR). Not only does it prove the committee’s recognition but it also confirms BlueLink’s commitment to responsible economy, a guarantee of balanced development.

The ranking of 50 top referenced customer care centres counts only 12 certified outsourcers including BlueLink, a token of its involvement as a socially engaged company.

With 1,000 employees worldwide, BlueLink manages remote customer relations in 20 languages for over 15 major companies. Already certified ISO 9001, the 2000 version, this subsidiary of the AIR FRANCE KLM Group has been successful in meeting all the requirements to receive the label without reservation and on the very first application with the following strong points:



- Information provided to the staff and the CNIL (French Data Protection Authority) with regard to surveillance and electronic observation means, namely via a charter of use of information systems, annexed to the Internal Regulations.
- Career and training monitoring with, among other measures, 5 weeks of training for new employees, considerable investment into training

representing 4% of the payroll, as well as individual follow-up of training and skills.

- An objective and non-discriminating permanent-contract recruitment policy based on job descriptions and a repository of skills.
- Social dialogue with an active contractual policy and organization of internal events promoting information and employee involvement.

*“The SRL formalizes our community involvement and our strategy of continual improvement – which will be assessed biennially – both of our managerial and social practices at the service of quality”, says **Tanguy de Laubier**, General 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.

www.bluelinkservices.com

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