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BlueLink: unique expertise in complaint management

BlueLink, a specialist in remote high-end customer relationship management, centralizes luggage-related and commercial claims on a European scale from customers of big airline companies.

With 95% of luggage returned in less than 48h, BlueLink allies low costs for principal customers with end-customer satisfaction: a kind of expertise that can be of benefit to other companies in different sectors.

The only major customer care player with a complete offer in the field of complaint management, BlueLink allows its partners to centralize customer claims at the European level. Now, many companies choose to outsource this activity with a view to homogenizing their processes. Objective: respond to customers quickly and reduce corporate costs.

*"While companies used to manage complaints in a decentralized manner, through numerous locations and interlocutors, BlueLink helps them to become more efficient by reducing their costs and increasing the quality of service provided to end-customers at the same time", explains **Marc Breiner, Manager of International Operations at BlueLink.** "BlueLink does offer its partners the opportunity to homogenize their processes by rethinking their operating standards and procedures", he adds.*

Centralization of requests for control over deadlines

BlueLink proposes a solution to coordinate all actors at the European level and offers its users a sole number per country. From the first call to the luggage

restitution or indemnification, each case is handled by the same centre, usually Prague, thus optimizing the reactivity of customer care agents in respect to customer requests.

Whether it is a lost-luggage complaint or a commercial claim, BlueLink closely collaborates with the concerned company or airport to provide a personalized response to each user.

Expertise in customer care at the service of cost reduction

Thanks to its expertise in high-end customer relations, BlueLink has been successful in understanding the stakes of the pronounced seasonality of complaints. With volumes of inbound calls sometimes exceeding 20,000 to 80,000 from one month to the next, this subsidiary of AIR FRANCE KLM has flexible teams accustomed to managing Front- and Back-Office services simultaneously.

Management of calls in 15 languages, complemented by homogenization of processes, fosters the reactivity of BlueLink's staff, thus reducing costs generated by indemnification of dissatisfied customers.

*"Since 2003, BlueLink has acquired global expertise in complaint management which it can now offer to other companies in a variety of sectors other than air transport", says **Tanguy de Laubier, General Manager of BlueLink**. "This activity is at the heart of our upmarket positioning, as it offers our partners ever greater quality".*

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 Contact:

Alexandra de Busni

Florence Gillier Communication

Tel.: +33 (0)1 41 18 85 55