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com'in : new area of exchange
created by BlueLink for its employees

BlueLink, a specialist in remote high-end customer relationship management, innovates again to better communicate with its employees by creating the Com'in: a friendly meeting where they can share their views on a variety of topics in relation to the company's current events. This new initiative has confirmed the company's determination to place its employees at the heart of its development.

Entertaining and interactive concept

Inspired by the highly appreciated concept of "RH Cafés", the Com'in was created to address more global issues while offering BlueLink's employees an opportunity to converse with internal and/or external specialists according to the company's current events. Employees and speakers monthly gather for a coloured break (fruit juice and macaroons change their colour according to the topic of the month). This entertaining and dynamic communication approach allows all employees' questions to be answered, thus ensuring a better understanding of different professions and actions taken by BlueLink. With each new edition, the diversity of speakers and stands offers employees an opportunity to learn different points of view on a given subject.

Positive results for the first 5 editions

After only a few months of existence, the Com'in is already a hit with BlueLink's teams, with a satisfaction rate achieving 100%. The Communication Department has covered big issues relating to BlueLink's latest events, such as "*Diversity and*

Disability”, “Employer-enabled volunteering in support of Samusocial of Paris” or “Continual improvement and our Social Responsibility Label”.

By way of example, the theme “Diversity and Disability” was presented at one of the three stands set up for the occasion by members of the association “Vivre Emergence”, specialized in integration of disabled employees into the workplace. A consciousness-raising activity, “It’s your go”, simulated disability situations through video games. With entertainment still in mind, the event ended in a quiz with a reward thrown in.

*“The next month’s Com’in will go back over our company’s positioning in its call-centre environment, one year to the day after the name change of BlueLink”, says **Aurélie Sutter, Head of the Communication Department of BlueLink.** “It is our way of looking back on the road behind, informing and communicating with our employees on the actions ahead to accompany our development”.*

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. The group BlueLink obtained the **Social responsibility label** in May 2008 and realised a turnover of €54 million the same year. 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.

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