

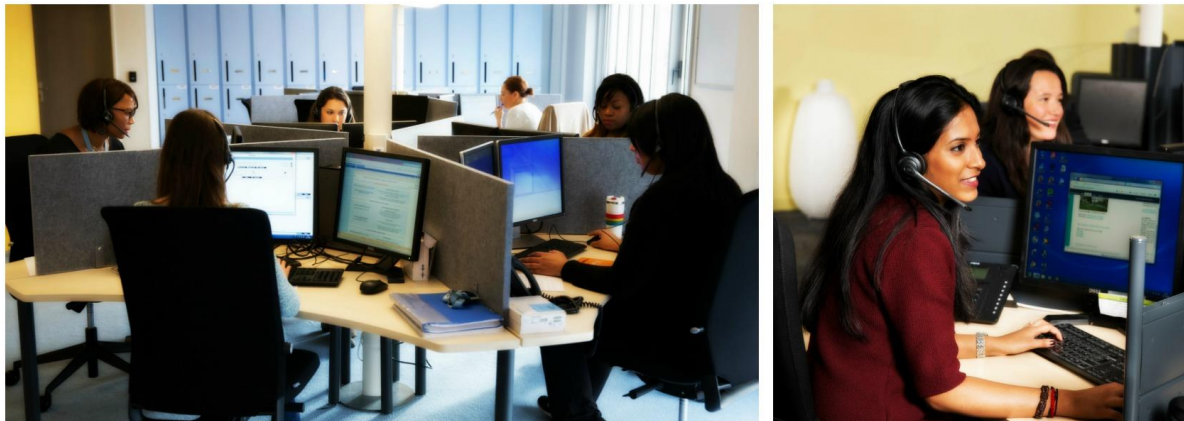
PRESS RELEASE

Paris, Friday, 14 October 2016

HOP! voted Customer Service of the Year 2017

HOP! has been voted Customer Service of the Year 2017* in the "collective passenger transport" category. Following its success in 2015, the airline has picked up the award once again for 2017. This competition turns the spotlight on French companies that offer quality customer relations, according to their consumer sector.

The airline works closely with BlueLink, an Air France subsidiary specialising in customer relations. This international group manages all of HOP!'s customer service and has been by its side since its launch for both the management of multilingual and multimedia customer relations and its customer experience strategy.



Hélène Abraham, Director of Sales, Marketing and Products for the HOP! Air France activity said: *"We are delighted to see the efforts of BlueLink teams rewarded by this accolade. Over the years, we have worked together on building the level of service expected by our customers. We also measure their degree of satisfaction in real time so as to meet their expectations the best we can. This coveted award confirms our commitment to our customers."*

Tanguy de Laubier, Chairman and CEO of BlueLink stated: *"Seeing the excellence of HOP! hailed by the Customer Service of the Year 2017 award is a great source of pride for the BlueLink teams. Our employees are committed on a daily basis to being true ambassadors for the airline and this award demonstrates our determination to best meet the needs of the brands we represent and the expectations of their customers"*.

*Inference Operations Study – Viséo CI – May to July 2016 – More info on escda.fr.

HOP! Press Contact

Agence exPReSSion

Tel.: + 33 (0)1 58 01 01 30

Email: hop.press@expression-rp.com




**DE LOIN
LA COMPAGNIE
LA PLUS PROCHE
DE VOUS.**

NOUS SOMMES HEUREUX D'AVOIR ÉTÉ ÉLUS
SERVICE CLIENT DE L'ANNÉE 2017*
ET REMERCIONS LES ÉQUIPES DE BLUELINK
QUI ONT PARTICIPÉ À CE SUCCÈS.



BLUELINK GÈRE 100% DU SERVICE CLIENT HOP!
DEPUIS LE LANCEMENT DE LA COMPAGNIE EN 2013.
WWW.BLUELINKSERVICES.COM



VOUS Y ÊTES.

* Catégorie Transport - Élu 2017 Air voyageurs - Plus d'avis clients - Plus de 100 avis clients - Plus de 100 avis clients - Plus de 100 avis clients

HOP! Air France in figures

- 600 daily flights to 50 destinations
- Around 100 aircraft with 48 to 212 seats
- One-way fares starting at €49* incl. VAT
- 13 million passengers carried annually
- More than 130 lines in the summer of 2016
- 5 shuttle services departing from Paris-Orly: Bordeaux, Marseille, Montpellier, Nice and Toulouse
- 2 major hubs in France: Lyon (30 lines) and Paris-Orly (26 lines)
- More than 8,500 employees serving customers on the ground and in the air

Customers can make their reservations on the websites **www.hop.com** and **www.airfrance.fr**, by contacting the HOP! call centre on 0892 70 22 22** or the Air France call centre on 3654***, or visiting an Air France sales point or a travel agency.

* Fares subject to conditions and availability. Non-refundable ticket. Find out more on www.hop.com

HOP! Press Contact

Agence exPReSSION

Tel.: + 33 (0)1 58 01 01 30

Email: hop.press@expression-rp.com

*** Service €0.35/min + cost of a call. Opening times: Every day, 365 days/year from 6.30 a.m. to 9 p.m. Monday to Friday, from 9.30 a.m. to 6 p.m. on Saturdays and 9.30 a.m. to 8 p.m. on Sundays*

**** Service €0.35/min + cost of a call. Every day, 365 days/year, from 6.30 a.m. to 10 p.m.*

About BlueLink:

Founded in 1992, BlueLink, a subsidiary of Air France, specialises in the customer relationship. Through a consulting approach in line with the strategy of each partner brand, BlueLink's teams support businesses with the design, implementation and development of their customer relationships to make them a key factor for success and loyalty-building. The fields of expertise that characterise the company's added value include customer insight, multilingual activities (33 native languages spoken) spearheaded by our brand ambassadors, and technological innovation. BlueLink now has a workforce of 2,000 employees throughout the world and is able to centrally orchestrate all customer relationship activities, whatever the channel or geographic region may be. BlueLink is specialised in travel (in particular air transport), tourism, luxury and culture, and in 2015 posted sales of €64.5 million.

HOP! Press Contact

Agence exPReSSION

Tel.: + 33 (0)1 58 01 01 30

Email: hop.press@expression-rp.com