

COMMUNIQUE DE PRESSE

Paris, Friday 20 October 2017

**HOP! Air France wins the “Customer Service of the Year Award 2018”**

HOP! Air France has won the “Customer Service of the Year Award 2018\*” in the “Public passenger transportation” category. Having won the award in 2015 and 2017, the airline has now won it again in 2018, taking the prize for the second year running. 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 HOP! Air France’s customer service and has been by its side since HOP!’s launch, for both multilingual and multimedia customer relationship management and its customer experience strategy.

Hélène Abraham, Director of Sales, Marketing and Products for the HOP! Air France activity, declared: *“We are delighted to see the work of the HOP! Air France and BlueLink teams recognised with this prize for the third time. Over the years, we have pulled together to achieve the level of service expected by our customers. We also measure their degree of satisfaction in real time, in order to always meet their expectations as best we can. This coveted award confirms our commitment to our customers.”*

Tanguy de Laubier, Chairman and CEO of BlueLink, was delighted: *“It is a source of great pride for all BlueLink teams to see the excellence of HOP! Air France acknowledged once again this year. The secret of this joint victory? Total involvement at every moment of every day; a lasting relationship of trust with our partner client, based on shared values and ongoing dialogue; and especially teams that are committed to serving their customers day in and day out.”*

\*BVA Group study – Viséo CI – May to July 2017 – Further details at [escda.fr](http://escda.fr).



**HOP! Air France in figures**

- 600 daily flights to 50 destinations
- Around a hundred 48- to 212-seater aircraft
- One-way fares starting from €49\* incl. VAT (except for Corsica)
- 13 million passengers carried annually
- More than 130 routes in summer 2017
- 5 shuttle flights departing from Paris-Orly: Bordeaux, Marseille, Montpellier, Nice and Toulouse
- 2 main hubs in France: Lyon (24 lines) and Paris-Orly (26 lines)

- More than 8,500 employees serving customers both on the ground and in the air

Customers can book online using the **www.hop.com** or **www.airfrance.fr** websites, by calling the HOP! call centre on 0892 70 22 22\*\* or the Air France call centre on 3654\*\*\* (both only from France), or visiting any Air France sales point or a travel agent.

**#EnModeAvion (#OnAirplaneMode), HOP! on social media:**

- Twitter: @hopinfos
- Facebook: hop.fr
- LinkedIn: HOP! Air France
- Instagram: @HOP\_EnModeAvion

*\* Excluding service fee. Fare subject to conditions and availability. Non-refundable ticket. Find out more on [www.hop.com](http://www.hop.com)*

*\*\* Service €0.35/min + cost of a call. Opening hours: 7 days a week, 365 days a 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 from 9:30 a.m. to 8 p.m. on Sundays*

*\*\*\* Service €0.35/min + cost of a call. 7 days a week, 365 days a year, from 6:30 a.m. to 10 p.m.*

**About BlueLink:**

Founded in 1992, BlueLink specialises in customer relations. 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 relations to make them a key factor for success and engagement. The fields of expertise that characterise the company's added value include customer insight, multilingual activities (34 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, an Air France subsidiary specialising in travel (in particular air transport), tourism, luxury and culture, posted sales of €75 million in 2016.

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