

Manifesto

L'art de la *Relation*



BLUeLink

Preface

Why a Manifesto? Because it stems from a strong conviction: customer relations is an art, a source of value for those who practice it as well as for brands benefiting from its influence. We, at BlueLink, are committed to upholding the values of customer relations and advocate excellence in the practice of this art. In a world marked by the current upheavals, creating a link is a major challenge for reconnecting with meaning and engaging.

The link as the thread of a common history that unites. The link as the thread of a conversation, the one that releases emotion at the end of the line or face to face. The link that unfolds and is cultivated, is put into narrative and movement, that resonates and thrills: the history of our humanity is made up of links. Ongoing links that are transmitted, that evolve and perpetuate. We thrive in links: with oneself, others, the world, the environment... We thrive in relations.

Today, in the era of the experiential, everything is moving and nothing lasts forever. For brands and companies, this means that the notion of image is no longer enough. To exist and stand out, customer relations becomes central. The fruit of genuine expertise, it is an art form and requires talents to forge powerful links, make an impression and engage others.

L'art de la Relation

For BlueLink, more than a profession, customer relations is an art.
The art of creating a link.

We are creators of exceptional links

Each interaction is a unique story, a tapestry on which exceptional links are woven day to day. This is why we consider each contact as an exclusive creation and are committed to establishing authentic dialogues, made up of sharing and emotion. With each conversation and with no little passion, we cultivate our sense of service, we take care of the details and we put our heart into our work.

We are designers of memorable experiences


Our art is not taken for granted, it is part of a genuine expertise that we are keen to share in order to craft powerful and engaging experiences. More than ever, customer relations is a strategic issue: the mere notions of image, price or product no longer allow us to rise above the crowd. We know how to design relations capable of lingering in the mind and of engaging.


We are relational talent shapers

Our art is alive and digitisation is accelerating its transformation. Highly technical at first, it is becoming increasingly subtle and human, as much linked to know-how as to interpersonal skills. We are committed to establishing and transmitting our expertise in customer relations. We are convinced that training can truly generate value and engage others. A bearer of meaning and knowledge, it is conducive to the development of relational talents.

We are pioneers in customer relations

Because customer relations is constantly evolving, we are always on the lookout for new trends and sources of inspiration. For us, the customer relations centre is the new brand research and development centre: as close as possible to customers, it is the source of innovation. Immersion, conception, experimentation: it all starts with the customer. Being at the forefront of change has always been part of our culture.





At the origin of the thread of our history, our “what”, our **raison d'être**:

*Going beyond distances
to create links
between cultures.*

Distance and relations: two notions that seem paradoxical and yet they have both been characteristic of our know-how from the outset. Cultures are the prerogative of the human beings that we are, they constitute our identities but also offer a fabulous link.



Along the way, our “how” emerged, our **values**:

For us, customer relations is an art requiring know-how and above all interpersonal skills. A state of mind, a posture: values. Rooted in our corporate culture, our values define who we are and how we work. They guide the choices we make, the actions we take, and enable us to be part of the world.

The art of cultivating empathy

To build an authentic and considerate relation, empathy plays a crucial role. Every day, we foster open-mindedness and attentiveness that are both kind and unprejudiced, because we know that what is true for others is not necessarily true for us. We understand their emotions and feelings and are able to provide an accurate and fair answer.

The art of welcoming diversity

Cultures, origins, ages, genders: all talents have their place at BlueLink, an inclusive company attached to its multiculturalism. Our background, our character, our education and the trips we took make us who we are and enrich the way we act and think. This diversity shapes our identity, and makes us proud.

The art of relying on collective intelligence

At BlueLink, we always favour the "We" to the "I". We believe that a group has an intelligence of its own which expands with the diversity of its component members. We learn from one another and, together, we make something new emerge. For us, $1+1=3$ and much more!

The art of choosing boldness

In an ever changing environment, we are able to be bold. We dare to take a sidestep to explore new options, test new paths, even if eventually proven wrong. But fostering boldness means knowing you are allowed to make mistakes: mistakes are always noble provided we learn from them. Boldness breeds innovation, which in turn creates performance. Boldness has genius, power and magic.

The art of committing through and for excellence

At BlueLink, commitment is in our nature. Commitment is about excellence. It is a dynamic and an end in itself. We refuse to rest on our laurels: we are on a constant quest for improvement. We know how to question ourselves and we put our hearts into our work. What could be more exciting than giving your best and surpassing yourself on a daily basis?





Every day we strive to keep our **promise**:

*Exceptional links to
cultivate the commitment
of our clients*

Brands are imbued with a singular history, a vision and values destined to shine. A real cultural heritage that we are committed to perpetuating.

We are keenly aware of the fact that each of our clients is unique and strive to take care of them in order to shape personalised relations that are rich in emotions.

Because each interaction punctuates the experience with precious moments, on a daily basis, we create exceptional links to cultivate customer commitment.

How best can this be achieved? By bringing our brand promise to life, translated into attitudes and postures constituting our **service signatures**:

As collaborators...

We uphold our professional integrity

We are BlueLink ambassadors and we are proud of our values and our know-how. On a daily basis, we honour our promises and commitments. We personally and positively engage in our missions by taking care of every detail. We contribute our expertise in a constructive manner and dare to go further. We seek out agile solutions to create value and enhance the customer experience.

We like to serve

We are proud to serve our customers. This is our corporate culture and mission. We are interested in their every need and know how to show our commitment. We are here, and our customers can count on us. In this way we feel useful, and can respond with kindness, tact and elegance in our interactions.

We are kind and attentive

It all starts with a cheerful good morning! We are attentive, receptive and sensitive in order to build genuine and lasting relationships. We are understanding with an open and friendly attitude. We respect the needs and values of others and learn from our differences.

We make our customers feel unique

We are aware of the uniqueness of each customer. We attach importance to getting to know them well, and pay the necessary attention to detail to maintain a relationship in line with their personality and/or situation. We do everything we can to offer a personalized, rewarding service.

We like to surprise our customers

We are always keen to surprise you in order to add to your satisfaction! We like to go beyond expectations and take initiatives to enhance your experience in all circumstances. We love to go the extra mile, always creating special emotions and unexpected and exceptional memories.

As clients...

I receive the assistance I need

Thanks to BlueLink's professionalism, I receive assistance and advice, my needs and expectations are understood, I am guided in my decisions and we create added value together to build an excellent customer relationship and promote my brand. As a proactive partner, BlueLink is available when I need them so as to establish a close and personalized relationship to which I am strongly attached.

I feel considered

Thanks to BlueLink's spirit of service, each of my requests and questions is addressed and listened to, and I receive the assistance I need with all the relevant explanations provided. I appreciate their sympathetic treatment and sincere interest and their unfailing commitment to achieving my objectives. I know that BlueLink has a flexible approach and will do everything it can to meet my needs.

I feel confident

Thanks to BlueLink's kind and attentive manner, I feel confident, reassured and comforted in my choice of partnership. Authentic, transparent, loyal: BlueLink always meets my expectations and often exceeds them. I see the opportunity to express myself, give my feedback without feeling judged and to dare to propose changes.

I feel valued

Thanks to BlueLink's ability to make me feel unique by giving me special, personalised attention, I feel valued and truly special. Together, we can celebrate important moments and enjoy the success of our partnership.

I am amazed

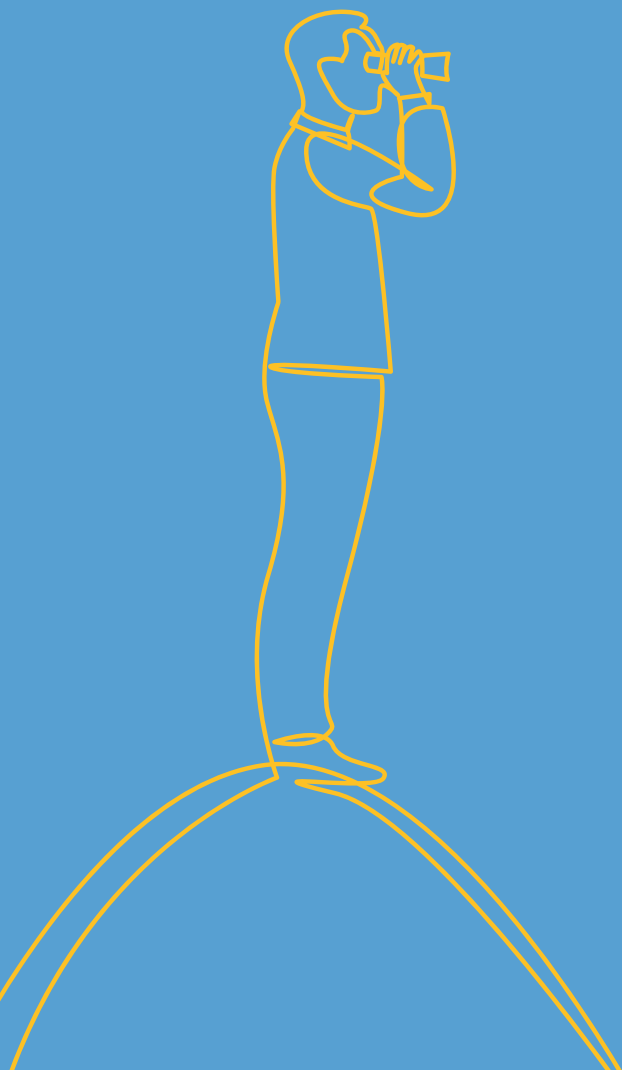
Wonderful! BlueLink never ceases to amaze me! A partner who really embodies a true relationship of excellence and who knows how to create warm relationships. By practising the art of surprise to create exceptional moments with astounding gestures, BlueLink has captivated me! I can count on its spirit of daring to develop powerful innovations that will make my brand resonate.

And tomorrow? In the face of changes in the world and in society, our daily actions will continue to be guided by our “why”, our **vision**:

To create an emotion, take care of others, touch hearts, engage and enthuse

*the Human element will always be
at the very heart of Relations.*

In a global world made up of networks, flows and connections, digital technology is becoming increasingly important in our lives. In this world which, paradoxically, is turning out to be fragmented, the situation facing Relations has never been so challenging.



At BlueLink, we believe in the value of relations and the power of culture and emotion to create links between people.

Because we thrive in *relations* :

By nature, we are social beings: our identity is built with interactions. The need to feel connected to others is fundamental like hunger, thirst or love.

Because we thrive in *culture* :

With a need to belong to the group, to the community via its history, its language, its codes, its uses, its rituals, cultures are the link between humankind.

Because we thrive in *emotions* :

The emotional process has always played a key role in our evolution. Emotion is a driving force, it forges experience, pushes us to act, makes an impression and engages.

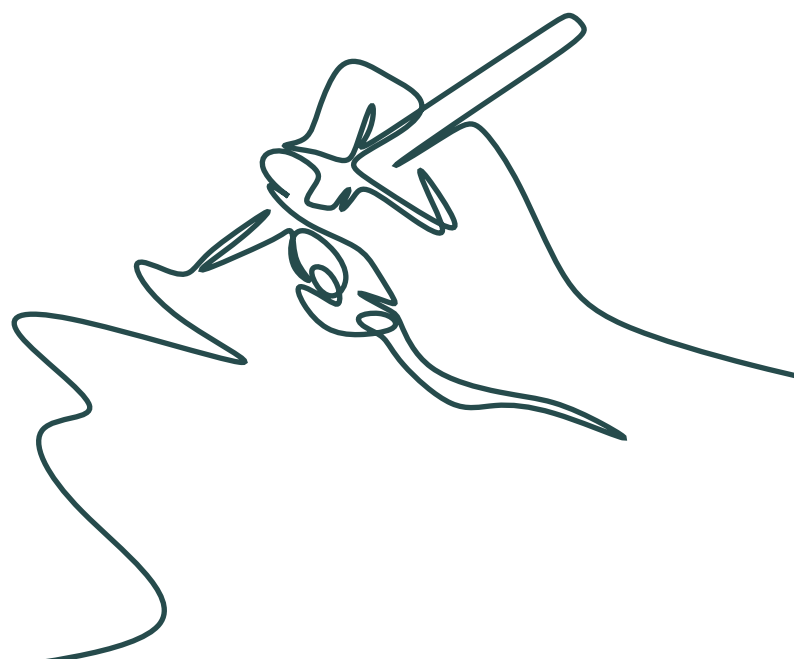
Afterword

Our corporate culture is our common thread, our “blue link”. It goes beyond words, is lived and experienced on a daily basis. It determines our attitudes and guides our choices. Each of us at BlueLink is the bearer of this cultural heritage. Every day, remotely or otherwise, we are committed to defending our shared conviction. To investing in our raison d'être. To embodying our common values. To keeping our promise by fulfilling our commitments with our common attitudes and postures. To placing all of our talents at the service of our vision.

We have the Art of Relations.

We are its architects.

We are BlueLink.



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