



PROSODIE wins Virgin Mobile's subscribers telephone reception management

Boulogne-Billancourt, January 20th, 2009: Virgin Mobile, the leading virtual mobile operator in France, is strengthening its telephone reception solution to create an optimal Customer Relations strategy and cope with the growing number of its subscribers. Virgin Mobile naturally turned to PROSODIE, an online services operator, for its Customer Relations expertise and its ability to understand its challenges.

- **Improving telephone reception performance while controlling its costs**

Having become the leading virtual mobile operator in France, Virgin Mobile has to handle 3 million calls a year from its subscribers. To be able to answer all these calls, Virgin Mobile has decided to set up solutions that are capable of managing its flows and are flexible enough to adapt to its growing activity.

The Interactive Voice Server, set up by PROSODIE, welcomes, directs and provides subscribers with the opportunity to listen to or perform certain simple operations on their own. Subscribers can, for example, track their consumption, recharge their cards, activate their packages, unblock their SIM cards and declare the loss or theft of their mobile phones. The automation of these functions aims to relieve Virgin Mobile's two telephone platforms and provide subscribers with around-the-clock service, 7 days a week.

- **ODIGO®: a dynamic and powerful tool**

When the subscriber wants to talk with an agent, ODIGO®, PROSODIE's dynamic routing tool, directs the calls to the appropriate and available person. If the call is placed from a Virgin mobile phone, the waiting time is free until the caller is connected to an agent.

"Our objective was twofold: first automate certain responses so that our agents may focus on customized requests. In addition, we wanted to better divide up the flow to the right persons for better quality of service. What's most important, for us, is to constantly optimize the cost and quality variables," declares Vincent Bernard, Virgin Mobile France's Customer Services director.

This solution also provides Virgin Mobile with better visibility as to its incoming flows. Using an extranet interface, Virgin Mobile can supervise calls and obtain detailed reports necessary for the management of its activity.

Always on the lookout for the best innovations relating to Customer Relations, Virgin Mobile is now focusing its efforts on several projects revolving around multichannel services, the performance of its reception service and the more sophisticated distribution of its incoming calls.

About PROSODIE

PROSODIE develops and operates telecommunications services and IT solutions that allow customers, clients, partners and/or employees of even the largest public and private organizations the ability to access and exchange information.

PROSODIE provides to large accounts a broad range of services in CRM area (IVR, VoIP, hosting, outsourcing, Internet, mobile, prepaid)

With a presence in France, Spain, USA and Canada, PROSODIE had 2007 consolidated revenues of 172.2 M€ and a current operating income of 11.9 M€.

PROSODIE was granted the extension of AFAQ ISO 9001 certification in July 2008 for all its activities related to its French operations sites.

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