

Céline Sarrazin has been appointed Director of Customer Relations

Issy-les-Moulineaux, 9 March 2015



Céline Sarrazin has been appointed Director of Customer Relations for the Residential property, France division. She will be responsible for customer care, after-sales service and customer quality as well as managing customer relations employees nationwide.

She will also be tasked with supporting the strategy of the Residential property, France division by building a customer relations policy focusing on perception of quality and empathy while overseeing projects aimed at improving customer service. Responsible for the “Bien Plus” quality-enhancement strategy, she will implement the continuous improvement steps required to capitalise on existing best practices and take the company to the next level in terms of customer service.

Céline Sarrazin (aged 43) is an international business graduate and holds an MBA in Hospitality Management. She has spent her entire career working in customer relations, first at Carrefour and then at Bouygues Telecom.

About Bouygues Immobilier

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,701 employees at 31 December 2014 and sales of €2,775 million in 2014. With 36 branches in France, two elsewhere in Europe, and one in Morocco, the company has nearly 60 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier is the first developer to be certified ISO 9001 in France and is the only developer to be certified Top Employer France 2015.

www.bouygues-immobilier-corporate.com

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