

Boulogne, Thursday 14 february 2013

TF1 wins online customer relations prize for second straight year

At the 15th Trophées QualiWeb awards organised by Cocedal Conseil, a market research firm, TF1 came first in the News and Media category for the quality of its relations with TV viewers and web users through the TF1&Vous platform. The channel earned a mark of 84/100.

TF1 has since 2009 placed close customer relations at the heart of its external communication strategy, creating continuous dialogue with TV viewers and web users by setting up a dedicated B2C service. Through local campaigns led across France, the dialogue set in motion on the TF1&Vous platform and the channel's social network presence (with over 15 million fans), TF1 is determined to stay in permanent contact with its audiences.

Commenting, Frédéric Ivernel, Executive Vice President, Communication and Marketing at the TF1 group, said: *"We are very pleased to receive this award for the second consecutive year, proof that TF1's commitment to its audience is a long-term one. The award also acknowledges the company's long-standing policy on establishing close ties with the public".*

The annual Trophées QualiWeb awards go to the companies having cultivated the best relations with their public on the web. This year's prizes were based on a review of some 315 websites in 17 activity sectors.

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