

## **Teleperformance France helps collect pledges for the Association Grégory Lemarchal.**

*Paris, January 28, 2008*

During a special edition of Star Academy on French TV channel TF1 on December 28, 2007, broadcast to commemorate the life of performer Grégory Lemarchal, who died of complications from cystic fibrosis on April 20, 2007, Teleperformance France helped to collect thousands of pledges by putting its contact centers and the skills of its employees at the disposal of the Association Grégory Lemarchal.

Following a request from the Association and TF1, Teleperformance France organized a major call center operation:

- **775 employees** to answer calls from people pledging donations,
- **115 volunteer supervisors** to support call staff in their efforts,
- **7 contact centers in France** to answer calls from 6.45 pm to 12 am.
- **Lastly, an additional team of 38 voluntary workers** from the Association to help field calls, and a team of five people, including Dr. Marc Stern, a lung specialist and departmental head at Foch hospital in Suresnes, along with four nurses from his department, to answer medical questions about cystic fibrosis.

The software publisher PGS, a subsidiary of the Teleperformance Group, puts its know-how and Performer software at the disposal of Teleperformance France to manage the entire operation.

In total, more than **188,000 pledges for 6.3 million Euros** were collected.

Thanks to this awareness-raising program, the public responded in large numbers to the call for donations made by the parents of Grégory Lemarchal, Laurence and Pierre Lemarchal, as well as his sister Leslie, who founded the Association to promote the understanding of cystic fibrosis and to better defend the interests of people with the disease.

Our employees and supervisors were also fully committed to this operation. Grégory Lemarchal's parents personally invested a lot of time and effort to involve the employees and volunteers from Teleperformance France and to share their message of hope, with the aim of collecting pledges in aid of research into cystic fibrosis. As part of this endeavor, they recorded a video message explaining their aims and those of the Association.

The extent of this fundraising operation required Teleperformance France's involvement on two subsequent occasions.

Teleperformance France mobilized the support of 55 employees at one of its contact centers at the beginning of January. The employees were tasked with returning the calls of people who had left their telephone number on an IVR set up during the fundraising event. As a result, more than 30,000 people were contacted over a period lasting more than one week to collect their pledges and to ensure they received a confirmation request letter.

A second Teleperformance France contact center is currently engaged in supporting the campaign. For one month, more than 30 people, including 10 volunteers from the Association, will sort and open letters received following the first wave of pledge confirmation requests. Teleperformance France will also manage the data entry process for donations made by check.

The teams and volunteer supervisors, who were closely involved in this project and who were proud to have contributed to its success, revealed themselves to be highly competent in managing an operation of this kind. By mobilizing its teams at several contact centers in France, Teleperformance France is putting its coordination and project management capabilities at the service of a deserving cause.

## About Teleperformance in France:



Founded in 1978, Teleperformance France was the first subsidiary established by the Teleperformance Group (Euronext: FR 0000051807), the **world's leading provider** of outsourced CRM and contact center services.

In France, the Teleperformance Group reported a turnover of 320 million Euros in 2006, making it the **market leader in France**. Teleperformance offers **31 multimedia centers across France**, in 13 locations from Lille to Montpellier. With **7,600 workstations** and **12,000 employees**, Teleperformance is the **global expert** in contact center management in France. Its offering for the French market is completed by two additional offshore locations in Tunisia and Romania. Teleperformance has enjoyed dynamic growth in France, opening more than one contact center every year on average since 1978.

For more information: [www.teleperformance.fr](http://www.teleperformance.fr)

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## About the Association Grégory Lemarchal

*The Association Grégory Lemarchal is a French non-profit organization (Law 1901) founded following the death of the performer Grégory Lemarchal. Grégory died of complications from cystic fibrosis on April 20, 2007 at the age of 23.*

*His parents Laurence and Pierre Lemarchal, and his sister Leslie Lemarchal, decided that his artistic success and his fight against cystic fibrosis should contribute to achieving a greater understanding of the disease among the public at large and help promote the interests of people with cystic fibrosis.*

*The term of the Association is unlimited. Its head office is based in Sonnaz, 73000 (France).*

### **The Association Grégory Lemarchal aims to:**

- Support and assist patients with cystic fibrosis and their families, by enhancing their comfort and the quality of their lives.
- Inform and raise the awareness of the wider public in relation to cystic fibrosis, through all communication media.
- Promote and raise public awareness of organ donation and the donation of the products of the human body, in particular in support of patients with cystic fibrosis.
- Support scientific research by all available means.
- Defend the interests and role of people with cystic fibrosis, as well as their rights, and to fight against discrimination and violence suffered due to their illness and disability.
- Provide moral and financial support, in accordance with the available opportunities and its wishes, to the "Vaincre la Mucoviscidose" (Defeat Cystic Fibrosis) Association.

### **The Association Grégory Lemarchal's capacity for action is based on:**

- A complete range of information media.
- Concerts, cultural and sporting events, exhibitions and advertising.
- Providing moral, material and financial assistance to people with cystic fibrosis and their families.
- Taking part in and developing programs aimed at improving the quality of life of people with this disease and their families, across a complete range of circumstances.
- Assistance aimed at supporting or supplementing, according to the available opportunities and the wishes of the Association, the activities of the "Vaincre la Mucoviscidose" (Defeat Cystic Fibrosis) Association.

More generally, all actions consistent with the various objectives of the Association.