

CS Quarterly Update

Jun 2015 edition



Customer Service Head Message



Dear Valued Partners,

Welcome to the quarterly Samsung Customer Service newsletter for our trade partners.

We would like to take this opportunity to thank all of you for your excellent support during the peak season.

The purpose of this communication is to highlight some of the key initiatives taken in the last quarter by Samsung Customer Satisfaction team to help create a competitive advantage in the market.

These initiatives are focused on creating customer delight, support our trade partners and infrastructure enhancement.

We are very clear on our mission – to be the “No. 1 Company of trade partners choice”, which is in line with our President and CEO’s vision of making Samsung “The Absolute No. 1”. All our teams at Samsung Customer Service are geared up for this journey and are ready to go beyond the expectations of our trade partners and customers.

I am sure with your support and perseverance, we would further strengthen our foundation for sustainable growth in H2 2015.

Wish you the very best for the coming months.

With regards,

Anurag Prashar
Vice President – Customer Satisfaction



Mr. Anurag Prashar
VP - Customer Satisfaction
Samsung India Electronics Pvt. Ltd.

Latest Updates



Mr. Vivek Kathpalia is the new leader for Channel Support Group of Samsung Customer Service. He has been associated with Samsung Customer Service for the last 12 years.

Prior to the Channel Support assignment he was heading North Region service operations as Regional Service Manager (RSM).

His single objective is to delight Samsung Customers and Channel Partners, and build a strong bridge between Sales & Service.

You can reach Mr. Vivek Kathpalia on v.khatpalia@samsung.com

Key initiatives taken by Samsung Customer Service

Care for Nepal

You must be aware that Nepal was hit by major earthquake this year in June 2015. The destruction due to the earthquake was enormous and life of common people simply came to the standstill.

It was a challenging time for people of Nepal. Basic needs like water, food, clothes and shelter were even not available.



Samsung understood the needs of Nepal people and quickly acted to mobilize these basic amenities so that people's life can become normal.

Temporary accommodation created for 1800 quake affected victims near Kathmandu.

Services like phone calling, charging, internet, food heating, water cooling were provided to more than 10,000 people

One Recreation centre was created for Kids @ Tudikhla, Kathmandu.



Latest Updates

Dealer Satisfaction Survey

Channel Support from Samsung Customer Service has started a bi-annual survey to capture trade VOC and understand challenges faced by our trade partners.

We request you to share your feedback and suggestions if you receive a call from one of our representatives for the survey.

Your inputs would help us bring our services even more closer to the market needs.



Sales & Service Interlock

To address & resolve trade partners VOC at local branch level a weekly meeting between branch Sales & Service team is conducted for both CE and HHP products. The interlock has help in better synergies and speedy resolution to our trade partners VOC.



Partner Connect Meetings

Samsung Customer Service always believes in working very closely with out Channel Partners. Keeping this as primary focus Channel Support team has started Partner Connect meetings across all the Regions and Branches.

Key trade partners are encouraged to share their views, opinions and feedback during the open house session.



Channel Support



Know Your DSE

- Recently Samsung Customer Service Channel Support concluded a survey covering key trade partners and one of the clear requirement voiced by trade partners was to increase awareness about the DSE (Dealer Support Executive) allocated for these counters. Therefore CS - Channel Support team designed “**Know Your DSE**” poster which has information about the DSE (name, mobile number with photograph) and business partner number of trade partner along with call centre number. This poster would enhance the dealer and DSE relationship.

Know Your CS RCSM (Regional Channel Support Manager)

- You can directly reach to your RCSM for any escalation required from Samsung Customer Service. Here are their contact details.

Region	States	Name	Email ID
North	DEL, UP, UK, HRY, PUN, RAJ, HP, J&K	Shafat Siddiqui	shafat.s@samsung.com
East	WB, BIH, ORI, JH, NE	Purnangshu Bose	p.bose@samsung.com
West 1	MAH, GOA	Gurudev Khosla	gurudev.k@samsung.com
West 2	GUJ, MPCG	Sanjeev Sood	Sanjeev.sood@samsung.com
South 1	KK, AP	R Rajkumar	r.rajkumar@samsung.com
South 2	TN, KL	Krishna Kumar	Krishna.m99@samsung.com

MR trade partners can reach Samsung as per below given details

Region	Name	Email ID
Pan India	Parikshat Prabhakar	parikshat.p@samsung.com

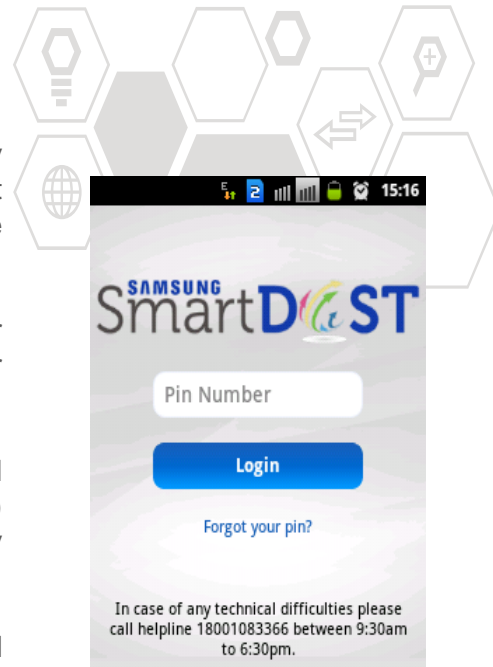
Smart DOST Mobile App

Smart DOST mobile app exclusively designed & developed by Samsung has now been extended to the DSE team for the benefit of our trade partners. Each DSE is given an Android smart phone with Smart DOST application installed on it.

DSE has been trained to capture trade partners stock, customer issues and any VOC, feedback related to Samsung customer Service.

All details shared by trade partners are captured in a centralized system and real time reports are available at HO (Head Office) and branch level to ensure timely action on the VOC shared by trade partners.

We request you to fully utilize the benefits of Smart DOST app and insist DSE to capture your VOC in this application for timely resolution and close looping



Modern Retail

To further strengthen the trade relationship with Samsung Customer Service our RCSMs (Regional Channel Support Managers) would be focusing on Regional Retail (RR) and Regional Sales (RS).



For Modern Retail (MR) a dedicated resource has been added to the team based at Samsung Head Office (HO)

You can contact Mr. Parikshat Prabhakar for any MR related issues at parikshat.p@samsung.com

DSE Enhancement



As part of Samsung Customer Service standard look & feel program each DSE has been provided with Samsung branded uniform so that trade partners can easily recognize and relate with them



Partner Defective Stock Responsibility Matrix

By Department, responsibilities on defectives management are as follows.

Service

- Inspection
- Repair (Technical Defects only)
- Share technical report with Sales Return team for aesthetical damage cases

Sales (Return Team)

- Verify if SIEL billing is within 90 days to dealer
- Discussion with partner on discount basis extent of damage
- Support partner in liquidation via authorized 2nd Sales vendor

Sales (MR, RR, RS)

- Special Sales support for Out of policy cases
- Support for Missing / Broken accessories (warranty void) cases

Partner

- 100% call registration at Samsung Customer service call centre
- Repaired products liquidation with the help of Sales Return team and authorized 2nd Sales vendor



Installation Delight



Samsung Customer Service has offered free standard installation* for Air Conditioners (selected models) with effect from:

- April'15 - 3 Star
- May'15 - 3 Star, 5 Star & Inverter AC
- Jun'15 - all models

* For details, please refer specific schemes

More than 2300 installation engineers were recruited and trained across India to ensure speedy and quality installation.

Samsung has also conducted market storming at major dealer's counters at 151 city locations to build up channel confidence. The activity has highly appreciated by our Channel Partners.

Market Storming



Customer Experience



Remote Management Tool for Mobile Phones



Samsung India Call Centre Rated as No 1 Globally for Mobile Remote Support. India Call center team had taken customer's Smart Hand Held Devices and Smart TVs on remote management (RM) to resolve the concern without directing customers to the service centers.

Smart Phone Customers calling in HHP queue with Android /Nexus OS, internet connectivity are offered to download Smart Tutor Application from Play Store

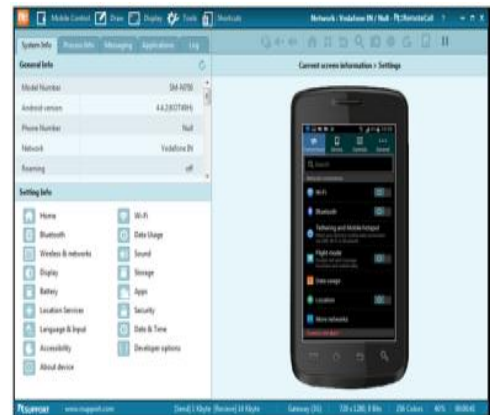


Smart Tutor is a free application for Samsung mobile phone users. Issues reported by customers that fall under the scope of Remote Management are application related, software related, heat, hang issue, usage, menu options, etc.

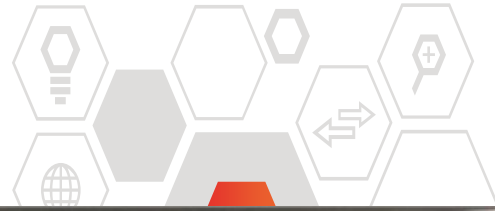
Technical Support Agent in call center would offer the one time code to the customer. Once the customer puts the code in the smart tutor page our call center agent takes the customer's device on remote and troubleshoots the concern. At the end of the remote session, customers are invited to rate us on their experience.

Benefits

1. Real Time and instant support to the customers
2. Enhance Customer Satisfaction and experience
3. Reduce customer load at service centers
4. Improve Samsung brand by promoting free RM support



Training on Wheels



For peak seasons preparedness and to ensure effective installations, demos and repairs MSCs (Major Service Centre) hire additional manpower to cater to the extra load. This manpower needs to be trained in short period of time on Samsung products by travelling to their base locations.

were trained on Samsung air conditioner and refrigerator service & repair in H1.



To address this the Customer Service training academy started an industry unique program called **Training on Wheels.**

Under this program 8 vans have covered 434 MSCs and 3817 engineers in H1 of 2015.



Breaking news from Regions

North

- NHHP CSP (Customer Service Plaza) operational in Jaipur, Jammu & Chandigarh.
- New service branch in Jalandhar & area office in Jodhpur to strengthen the business and service operations
- 110 plus enhanced HHP centres operational across region
- Operations being strengthen in specific districts of UP and Rajasthan

East

- NHHP service centres increased from 171 → 180
- Partner connect meetings conducted at Kolkata and Patna branches with key trade partners
- 257 plus enhanced HHP centres operational across region

West

- Flagship Service Centre made operational in Ahmedabad
- Customer Service Plaza made operational in Surat to strengthen the business and service operations
- NHHP service centres increased from 244 → 256

South

- Partner connect meeting conducted at Chennai & Coimbatore branch
- NHHP service centres increased from 248 → 263
- 300 plus enhanced HHP centres operational across region
- Actions being executed to strengthen Service operations in specific upcountry markets



Answers you always wanted

[Q1:

What are Samsung standard warranty terms for (SR) Stock Repair calls

Ans: Samsung provides stock repair warranty for 12 months from SIEL invoice or 15 months from serial no. logic other than aesthetic damaged cases.

[Q2:

2) What are different touch points available for trade partners to reach Samsung Customer Service

Ans: Call centre number 18002008282 or SMS DLR to short code 54242 or write email to below given email IDs

North – north.dealer@samsung.com

West – west.dealer@samsung.com

Modern Retail – mr.dealer@samsung.com

East – east.dealer@samsung.com

South – south.dealer@samsung.com



CEO message

In the current market scenario, for better speed and efficiency "One Direction in the same way" is important. Thus, we need one concept, one strategy, and one system to look forward to "The One Direction" and to reach new levels of excellence.

Samsung will continue with creation of co-prosperity with distributors, trust with customers and unrelenting focus on sell-out expansion.

Lastly to achieve and to deliver "The One Direction", I would like to redefine SIEL for

S-Speed I-Innovation E-Efficiency L-Leadership in the market

to continue to be "The Absolute No. 1!"

Mr. HyunChil Hong
President and CEO Southwest Asia

Do you have feedback or suggestion for this newsletter?
Write to channelsupport.svc@samsung.com

