Standard Operating Procedure (SOP): Product Warranty Claim Handling – Samsung Hellas

Document Control

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Purpose

To establish a standardized and transparent procedure for processing product warranty claims for end users across Samsung Hellas' consumer device portfolio. This ensures efficient, customer-focused, and regulatory-compliant handling in line with Samsung's global standards.

Scope

This SOP applies to all Samsung Hellas personnel and authorized service partners who receive, review, approve, or fulfill product warranty claims for customers in Greece, including smartphones, tablets, wearables, TVs, home appliances, and related devices.

References

- •[Samsung Global Warranty Policy]
- •[EU Consumer Rights Directive]
- •[Samsung Hellas Customer Service Charter]
- •[Product Repair & QA Manual]
- •[Data Protection/GDPR Policy]

Definitions

- •**Warranty Claim:** A formal request by a customer for repair or replacement of a device under the terms of Samsung's warranty.
- •**Proof of Purchase:** An official document (e.g., receipt, invoice) that demonstrates the product's purchase date and authenticity.
- •**Authorized Service Center (ASC):** Samsung-accredited repair facility.

Roles & Responsibilities

Role	Responsibility
Customer Service Agent	Intake, initial documentation check, claim registration, communication
ASC Technician/Coordinator	Product inspection, diagnostics, repair or replacement, documentation
Warranty Officer	Final approval of claim, compliance check, audit trail maintenance
Customer Experience Manager	Complaint resolution, escalations, feedback collection

Procedure

1. Customer Claim Intake

- •**Step 1.1:** Customer initiates claim via online portal, hotline, or at a physical service center.
- •**Step 1.2:** Customer Service Agent verifies eligibility:
    - •Confirms product model, IMEI/serial, and customer details

- Requests proof of purchase and warranty card (if available)
- Checks warranty period validity in the Samsung warranty system
- Briefly screens for visible signs of physical/liquid damage*

Step 1.3: Registers the claim in the Customer Service Management (CSM) system and assigns unique Claim ID.

(* Note: Physical or liquid damage generally voids standard warranty unless customer has purchased additional coverage.)

2. Product Receipt & Preliminary Inspection

Step 2.1: Customer is advised on product delivery (drop-off at ASC, mail-in, or on-site collection).

Step 2.2: Upon receipt, ASC Technician conducts visual and functional check:

- Documents any user-applied modifications, damages, or missing accessories.
- Photographs and logs device external state.

Step 2.3: If device fails intake criteria (e.g., damage outside warranty scope), escalate to Warranty Officer for special handling.

3. Diagnostic Assessment & Approval

Step 3.1: Technician performs diagnostics per Samsung service guidelines.

Step 3.2: Logs findings in CSM system, indicating whether repair/replacement is covered under warranty.

Step 3.3: Warranty Officer verifies:

- Claim authenticity and supporting documentation
- Compliance with warranty terms
- Completeness of logs and photos

Step 3.4: Approves/denies warranty claim; system-generated notification sent to customer.

4. Repair/Replacement & Fulfillment

Step 4.1: If approved, technician proceeds with authorized repair or replacement:

- Uses only Samsung-certified parts and methods.
- All repairs tracked by Claim ID in CSM system.

Step 4.2: Upon successful repair or replacement:

- Retest device for functionality and safety.
- Prepare and update handover/return documentation.

•**Step 4.3:** Customer is notified (SMS/email/phone) that product is ready and provided with pickup/delivery options.

5. Exception Handling & Escalation

•**Step 5.1:** Claims with unclear eligibility, suspected fraud, or customer dispute are escalated to the Customer Experience Manager.

•**Step 5.2:** If a customer is dissatisfied (e.g., claim denied), formal complaint process is initiated per [Customer Service Charter].

•**Step 5.3:** Any data privacy or GDPR concerns are escalated directly to the Data Protection Officer.

Compliance & Audit Controls

•All steps, decisions, and communications must be logged in the CSM system and retained for a minimum of 5 years.

•Routine audits by Warranty Officer and Compliance function are conducted to ensure adherence to this SOP, Samsung's global policy, and local law.

•Sensitive data managed per GDPR and internal Data Protection guidelines.

Metrics & KPIs

•**Average claim processing time:** ≤ 5 business days

•**Percentage of first-contact resolution:** ≥ 80%

•**Customer satisfaction (CSAT):** ≥ 90%

•**Audit non-compliance findings:** 0%

Appendices

•**Appendix A:** List of Authorized Service Centers (ASCs)

•**Appendix B:** Sample Customer Communication Templates

•**Appendix C:** Warranty Denial Codes & Explanations

•**Appendix D:** Customer Complaint/Escalation Form

Related & Cross-Referenced Documents

•[Samsung Hellas Returns & Exchanges SOP]

•[CSM User Manual]

•[GDPR Compliance Policy]

Approval

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