

Standard Operating Procedure (SOP): Device Return & Exchange – Samsung Hellas

Document Control

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Version History

Version	Date	Author	Description/Change Details
1.0	2024-04-01	E. Papadopoulos	Initial release

Purpose

To define the procedure for the timely, transparent, and customer-friendly return and exchange of Samsung consumer devices, aligned with Greek consumer law, EU directives, and Samsung Hellas customer satisfaction objectives.

Scope

Applies to all return and exchange requests submitted by individual and business customers for eligible Samsung devices purchased in Greece through authorized channels (retail, partners, online) within the defined timeframe.

References

- [Samsung Hellas Return & Exchange Policy]
- [EU Consumer Rights Directive]
- [Greek Consumer Protection Laws (L. 2251/1994)]
- [Customer Service Charter]
- [Warranty Policy]
- [GDPR/Data Protection Policy]

Definitions

- Return:** The process by which a customer brings back a purchased product to Samsung Hellas or an authorized retailer for a refund within the stipulated "cooling-off" period or in case of product defect.
- Exchange:** Replacing a purchased product with another (identical or equivalent model) due to defect or customer eligibility reasons.
- Authorized Channel:** Any Samsung-recognized point of sale or e-commerce platform.

Roles & Responsibilities

Role	Responsibility
Customer Service Agent	Intake, eligibility screening, documentation, system entry, communication
Retail Partner Liaison	Coordinating returns/exchanges initiated through partner retailers
Quality Inspection Technician	Product assessment, verification of condition/defect, documentation
Returns & Logistics Officer	Approval execution, inventory coordination, shipment/receipt
Customer Experience Manager	Handling disputes, escalations, audit responses

Procedure

1. Claim Intake & Preliminary Validation

- Step 1.1:** Customer initiates return/exchange via online portal, hotline, or at a Samsung Hellas Store/Authorized Retailer.
- Step 1.2:** Customer Service Agent gathers:
 - Product model, serial/IMEI, and purchase details (receipt/invoice)
 - Reason for return/exchange (defect, dissatisfaction, wrong item, etc.)
- Step 1.3:** Verify eligibility:
 - Cooling-off period (14 days per EU law for online sales)
 - Product unused/unopened for change-of-mind returns
 - For defect-based returns/exchanges, product within warranty window

2. Documentation & System Registration

- Step 2.1:** Register the request in the Customer Service Management (CSM) system and assign a Return/Exchange ID.
- Step 2.2:** Provide the customer with instructions for shipping/depositing the product (courier, drop-off, or pick-up).

3. Product Receipt & Assessment

- Step 3.1:** Upon receipt at designated location, Quality Inspection Technician examines:
 - Physical condition: packaging, labels, completeness of accessories
 - Functionality: operational check if return is due to defect
- Step 3.2:** Inspection findings are logged in the CSM with supporting photos/documentation.
- Step 3.3:** In case of visible abuse/misuse or missing items, agent contacts customer for clarification or may deny request per policy (see Appendix C).

4. Approval, Refund, or Exchange Execution

- Step 4.1:** Returns & Logistics Officer (or system) validates inspection results and approves or denies request.
- Step 4.2:** For approved returns:
 - Refund initiated to original payment method within 7 business days OR
 - Gift card/credit option per customer's written request
- Step 4.3:** For approved exchanges:
 - Prepare dispatch of replacement (identical/model of equal value)

- Inform customer of delivery/pickup timeline, update system
- **Step 4.4:** For denied requests:
 - Agent provides the customer with written reason and any further recourse options per the [Customer Service Charter].

5. Special Scenarios & Escalations

- **Step 5.1:** For out-of-policy claims, unresolved disputes, suspected fraud, or exceptional customer dissatisfaction, escalate to Customer Experience Manager.
- **Step 5.2:** All data subject requests and GDPR concerns go to the Data Protection Officer.

6. Communication & Recordkeeping

- **Step 6.1:** Provide customer with status updates at every step (receipt, inspection, approval, shipment).
- **Step 6.2:** All communications, inspection results, photos, and refund/exchange actions are recorded in the CSM for minimum 5 years per audit policy.

Compliance & Audit Controls

- Regular audits of all returns/exchanges for policy adherence by the Compliance and Customer Experience teams.
- Refunds and exchanges against this SOP are reviewed monthly for exception handling and response times.
- All data handling and communications comply with GDPR and internal privacy rules.

Metrics & KPIs

- **Average return/exchange cycle time:** ≤ 7 business days
 - **Customer satisfaction post-process (CSAT):** $\geq 90\%$
 - **Return denial dispute rate:** $< 5\%$
 - **Refund timeliness compliance:** 100%
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Appendices

- Appendix A:** List of Eligible Products & Timeframes
 - Appendix B:** Customer Communication Templates
 - Appendix C:** Return Denial Codes & Justifications
 - Appendix D:** Dispute/Escalation Form
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Related & Cross-Referenced Documents

- [Product Warranty Claim Handling SOP]
 - [Samsung Hellas Retail Policy]
 - [Data Retention Policy]
 - [Complaint Resolution SOP]
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Approval

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Approved by:

Customer Service Governance Committee

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