Innovative Customer Satisfaction Service

Highlight in 2008

- Ranked first for seven consecutive years since 2002 in the Service Quality Index survey by the Korea Standards Association
- Established and applied a global customer standard response system starting with pilot programs at seven overseas plants including those in Brazil

Material issues regarding “Customer Satisfaction Service”

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C - Customers, E - Employees, I - Investors/Shareholders, L - Local Communities, G - Government, P - Partners, N - NGO, NPO
As a consumer of Samsung Electronics products, I am satisfied with the excellent quality and differentiated service.

I am a user of Samsung Electronics products and satisfied with their excellent quality and differentiated service. I also take pride as a Korean in that Samsung Electronics has established itself as a global leader in overseas markets. However, I see room for improvement in Samsung Electronics' operation of its communications channels for in-depth information on its products and in its policy for improving the elderly and disabled users' conveniences in handling digital devices. In addition, I believe Samsung Electronics can better live up to its reputation as Korea's representative icon if it can further expand its product warranties and reduce repair service charges, and care for marginalized neighbors and the socially underprivileged.

Interview with Stakeholders

Jong-Seok Ahn, consumer
Overseas Service Competitiveness Innovation

The annual global service customer satisfaction survey results indicated that customers place the highest importance on fast and accurate repair service. Therefore, Samsung Electronics has focused 2008 overseas service activities on speeding up the service processes. For a fast repair service, we have established service centers in 3,100 cities with populations over 100,000. For progress monitoring, we completed a progress control system covering the customer experience from the time of reception to completion of repair service and improved speed in addressing customer needs, while eliminating unresolved cases.

In order to enhance service component supply system, Samsung Electronics developed new demand forecast methodology through industrial-academia cooperation. Applied from 2009, the new method is projected to bring about innovation in component supply. For accurate repair service, we have encouraged service engineers to enhance their techniques and skills. In addition to about 5,000 offline/off-the-job courses, online courses and video education courses, we have also produced and provided guidebooks on preventing recurring repairs to all our service centers. As a result, the ratio of repair skill certificate holders has improved from 83% to 92%. Assigning 3,000 consultants at the 37 overseas contact centers, Samsung Electronics provides accurate explanations on its products and their usage. Customers can also check and refer to the FAQ on Samsung Electronics’ website and “How to Guide” pages for product support. In recognition of these service innovation activities, the company was awarded an excellent call center prize in Indonesia, Thailand and Singapore.

Handling Customer Dissatisfaction

In 2008, Samsung Electronics received 55 million customer inquiries (20 million in Korea and 35 million abroad) regarding product purchases, repair service, usage inquiries and user complaints, which were swiftly responded to by the contact centers in their respective areas and Internet websites.

In Korea, we revamped the customer protection system, articulating the standards on consumer protection and strengthening our customer response infrastructure. In 2008, we acquired Customer Complaint Management System (CCMS) certification by the Fair Trade Commission, enabling faster handling of customer complaints.

On the global front, Samsung Electronics revamped its original country-based system following its acquisition of Korean CCMS certification, to establish a global customer standardized response system for testing at seven Major Subsidiaries. In addition, Voice Of Customer (VOC) offices are operated in the respective nations and a VOC Management System (VMS) was developed for faster and more accurate addressing of customer needs based on the voices of our customers.

Customer Information Protection

Samsung Electronics provides customized information to customers at its www.samsung.com/sec website and promptly responds to all customer inquiries. It applies air-tight security system controls in order to protect the confidential information of customers who are registered on website and those who received product repair service.