

The logo for Samsung Electronics America, featuring the text "Samsung Electronics America" in white on a blue arrow-shaped background pointing to the right. This arrow is positioned on a dark blue vertical bar that runs down the left side of the page.

Samsung Electronics America

Dealer Guidebook

Spring 2026

An abstract graphic consisting of several thin, curved lines in shades of blue and grey, originating from the bottom left corner and extending upwards and to the right, creating a sense of movement and growth.

CE Channel Care – Omni-Channel

SAMSUNG ELECTRONICS AMERICA

Samsung Dealer Guidebook

Samsung CE Channel Care is dedicated to empowering our valued retail partners by offering guidance and support to tackle service-related challenges or opportunities they face during Samsung's service support initiatives for our shared customers. At Samsung, our goal is to ensure every Dealer receives the necessary support to foster and sustain strong, lasting relationships with their customers.

This guide provides essential information on Samsung's policies and procedures, tools to assist you in addressing customer service needs, expectations for both customers and Dealers regarding support, and methods to escalate issues as needed.



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Samsung Care Overview

Samsung Care is a comprehensive suite of services and support programs designed to enhance customer satisfaction and ensure the optimal performance of Samsung products. It encompasses technical assistance, repair services, maintenance support, and educational resources, all tailored to meet the needs of both customers and dealer partners. Samsung Care empowers users with reliable solutions, fosters trust, and strengthens relationships by delivering timely and effective support throughout the product lifecycle.

- ❖ **Dealer Support** – A key component of Samsung Care is Dealer Support, a specialized team dedicated to helping our dealer partners access Samsung Care opportunities quickly and efficiently. Dealer Support provides system, phone, and email support exclusively for dealers, enabling them to effectively address customer and store-related Care opportunities as they arise.

Supported Service Events¹

Samsung has a wide range of services covering both dealer and customer needs.

Warranty Support

Samsung provides functional repair support to customers for repairs that meet the terms of the Samsung Warranty Statement identified on the products warranty card or as located at www.samsung.com/us/support/warranty/.

Important call outs would include:

- ❖ Most products have a limited (TV) or no (Appliances) commercial warranty support.

Commercial (DTV ONLY eligible for 90 day warranty)	Non-Commercial (Standard Warranty)
 <ul style="list-style-type: none">ArenasCar WashesDormitoriesHotelsLaundry MatsRestaurantsRetail SpaceSchool CafeteriasBanksOfficesCafesSchoolsHospitals	<ul style="list-style-type: none">ApartmentsSingle Family HomesCondosFire DepartmentsPolice StationsChurches, Synagogues, Mosques, & other Religious BuildingsFBI & Other Federal Agencies

- ❖ Issues caused by (but not limited to) physical damage, improper installation, lightning, power surges, or insect infestation are not covered.
- ❖ Problems resulting from incorrect maintenance procedures are not covered.
- ❖ The warranty is non-transferable and applies only to the original purchaser.
- ❖ Manufacturer warranties do not extend to dealers.

Additional After Sale Support

In addition to the standard warranty support outlined above, Samsung Electronics America offers enhanced assistance for our mutual customers:

- ❖ **Missing or Damaged Accessories:** support provided for products reported within 30 days of purchase excluding units sold as open box, floor models, demo/displays or clearance models.

¹ Initiated by consumer by calling 1-800-Samsung, through <https://www.samsung.com/us/support/service>, by dealers contacting Samsung Dealer Support or through Samsung Dealer Service Solutions Portal (DSSP).

- ❖ **Cosmetic damage support:** Depending on the individual dealer sales agreement, the customer may be eligible for cosmetic repair for appliances vs. return within 30 days of delivery. This is only available on request by the dealer through Dealer Support or Samsung Dealer Service Solutions Portal (DSSP) and is limited by parts and labor availability. No additional support is available if Samsung is unable to replace cosmetically damaged parts.

[Dealer Product Support](#)

While manufacturer warranties do not apply to dealers, additional support mechanisms exist to assist in their specific needs.

- ❖ **Stock Repair:** Samsung offers repairs for DOA product returns from customers within the below guidelines
 - 1 repair per unique serial number
 - Repair is within 18 months from date of manufacture
 - Cosmetic repairs are not supported
- ❖ **Display/Demo Repair:** Samsung offers support for authorized floor displays & demo units.
 - There is no limitation on the number of repairs for appliances as long as the unit is an active demo unit. TVs are limited by stock repair guidelines.
 - Cosmetic repairs for appliances are included in coverage as long as cosmetic issue can be repaired through part replacement.
- ❖ **Missing or Damaged Accessories:** Support provided to legitimate demo/displays units only. Customer returns are not eligible for this support.
- ❖ **Cosmetic damage support for appliances:** Support provided legitimate demo/displays units only. This is only available on request by the dealer through Dealer Support or Samsung Dealer Service Solutions Portal (DSSP) and is limited by parts and labor availability. No additional support is available if Samsung is unable to replace cosmetically damaged parts.

[Limited Warranty Exchange & Refund Policy](#)

Samsung may offer a customer an exchange or refund or a dealer a return authorization for the following service-related reasons:

- ❖ **Samsung Tech Support deems unit unrepairable (customer/dealer)** – This process is automatic for all non-self-servicing dealers and requires no interaction from the dealer to initiate.
- ❖ **No service coverage (customer/dealer) or extended service delays (customer)** – This process is automatic for all non-self-servicing dealers and requires no interaction from the dealer to initiate.
- ❖ **Multiple completed functional repair tickets (with parts) with an existing issue. (customer)** – For this to be entered into consideration, a request would need to be made of Samsung.
- ❖ **Parts not available within reasonable timeframe (customer)** – For this to be entered into consideration, a request would need to be made of Samsung.

[Exchange / Refund / Return Authorization](#)

Samsung may, at their discretion, offer a customer or a retailer return or refund based on specific scenarios following repair dispatch. It is important to note that Samsung Care will always require service as a first event prior to return consideration.

Automatic processes – will initiate on trigger event (excluding self-servicing dealer events)

- ❖ **Unit is deemed unrepairable by Samsung Tech Support** – Technicians and Dealer Support are not authorized to make this determination. This is only determined by Samsung Tech Support while on site with the technician at the customer's location following additional direction.
- ❖ **No Service Provider is available**²– If no service provider is available at the time of ticket creation, the ticket will be transferred to a service locator group. If within 2 business days a service provider isn't located, the unit will be transferred to our exchange and refund group.

Manual process – Request must be made to be entered into consideration.³

- ❖ **Multiple Repairs** – If the unit has been repaired for the same issue 2 times prior and the same defect is identified a third time, the unit will be eligible
- ❖ **Part not Available** – If a required repair part has been ordered with no approved alternative available within a reasonable amount of time from part order, a request can be made to refund or exchange the unit. This does not guarantee approval.

Unsupported Inquiries

While Samsung Care does support service events both from a warranty standpoint and in support of service concessions as identified above, below are some common misconceptions of Samsung Care.

- ❖ **Connection/Installation:** While Samsung Care does provide limited feedback and training guides/materials on correct product handling, connection & installation, Samsung Care cannot be dispatched to connect/install product or escalate installation issues performed by Samsung or dealer installers.
- ❖ **Order Fulfillment/Delivery:** Samsung Care can't assist in issues associated with fulfillment of dealer or customer product.
- ❖ **Product Quality Issues:** While Samsung Care is concerned about overall product quality, concerns around this should not be sent to Dealer Support channels. These can be submitted through your retail account manager who will distribute them as appropriate.

Dealer Support Tools

Samsung Care has a number of services and tools available to assist dealers in resolving many customer issues.

Samsung Dealer Service Solutions Portal (DSSP)

Dealer Portal is the preferred method for requesting initial dispatch for a qualified service event. It provides for faster escalation and dispatch, visibility of customer journey, & performance metrics.

- ❖ **Service dispatch without reaching out to an agent**
 - Instantly Create Service Tickets for In-Home (customer) and stock (dealer) repairs.
 - Request Return Authorization
 - Escalate Service Requests
 - Real Time Ticket Status Updates
- ❖ **What's available on the portal**
 - Warranty status on the unit

² Time frame is specific to customers only. There is no specific time frame associated with Dealer/stock units.

³ Initiated by consumer by calling 1-800 Samsung or by Dealers by contacting Samsung Dealer Support or through Samsung Dealer Service Solutions Portal (DSSP).

- Servicer assignment, appointment dates/times, and status
- Parts tracking
- Communication chain between Samsung and Servicer for each case


❖ **Where to find it**

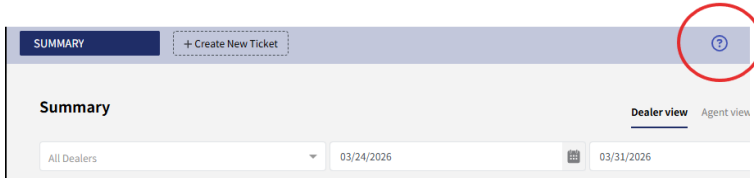
- DSSP can be reached via at www.samsungdss.com

❖ **Available Training Resources**

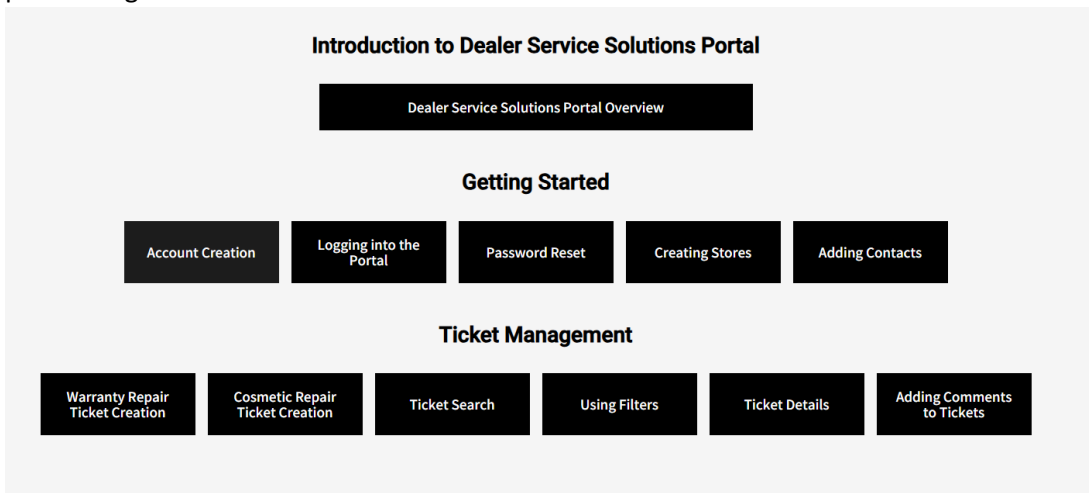


Samsung Dealer Service Solutions Po

- The attached Dealer Solutions Portal Training guide
- Training materials can be reached by clicking on the  located at the top right of the



This will provide a comprehensive list of short, focused training videos walking you through all aspects of portal usage



Get access today!

www.SamsungDSS.com



[Samsung Dealer Support](#)

- ❖ The Dealer Support Team helps our Retail Partners meet customer expectations by providing high-level service support. This team of dealer-dedicated agents is ready to assist with:
- ❖ Exchange & refund requests for tickets not created utilizing DSSP
- ❖ Service requests for additional needs from prior DSSP ticket.

- ❖ Dealer owned repairs that are required to be mailed in for support (monitors/TV's >42", projectors)
- ❖ Service status for tickets not created under DSSP
- ❖ No Charge Part (NCP) requests
- ❖ No Charge Part (NCP) order status
- ❖ Exception requests
- ❖ Service escalations for tickets not created under DSSP

To speak directly with our dedicated Dealer Support team representatives, please contact:

1-866-797-8727 or Email: Partner.Care@sea.samsung.com
 (Hours: Monday - Friday 9 AM - 9 PM EST | Saturday 9 AM – 6 PM EST)

Dealer Support Agents support Dealers exclusively. The contact information above should not be shared with Consumers. Consumers must contact 1-800-SAMSUNG or visit Samsung.com for warranty support

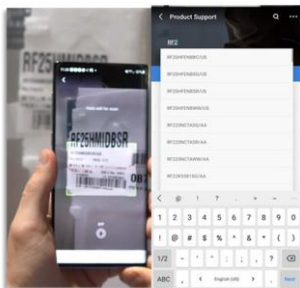
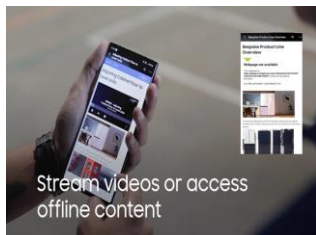
[Samsung Tech Guide \(STG\) app for Delivery & Installation \(D&I\)](#)

STG D&I is a powerful Android and Apple app that allows for easy access to installation training resources, including videos, best practices, and model specific installation requirements to be utilized by dealer delivery and installation partners.



Key Benefits

- Overall quality check to verify installation
 - Tips and tricks that streamline installs
 - Thorough customer education
-
- Easily search for content by entering the model number or scanning the serial number tag
-
- Instructional videos (English/Spanish)
 - Offline content allows access wherever you go!



STG D&I Download

<https://support-us.samsung.com/stgweb/app/>

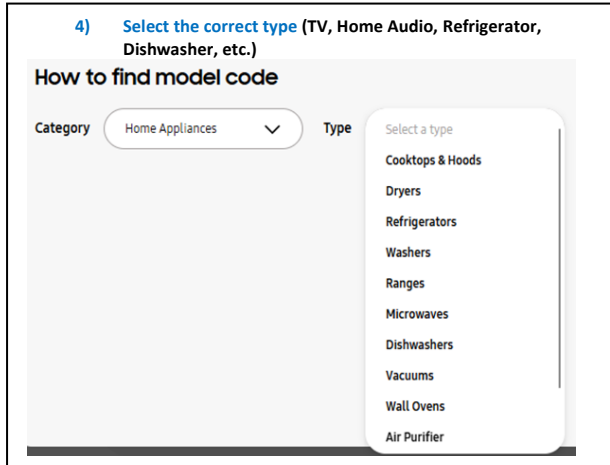
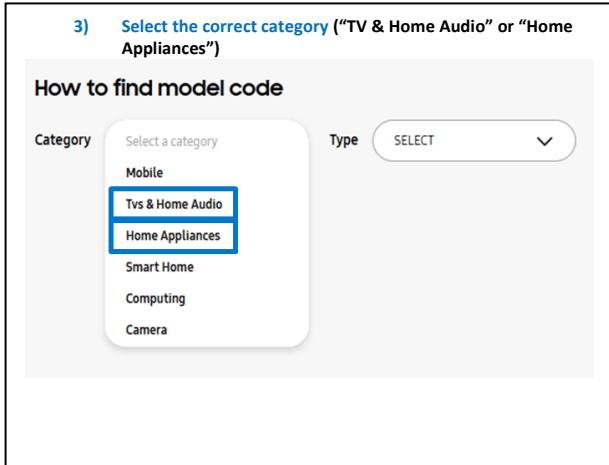
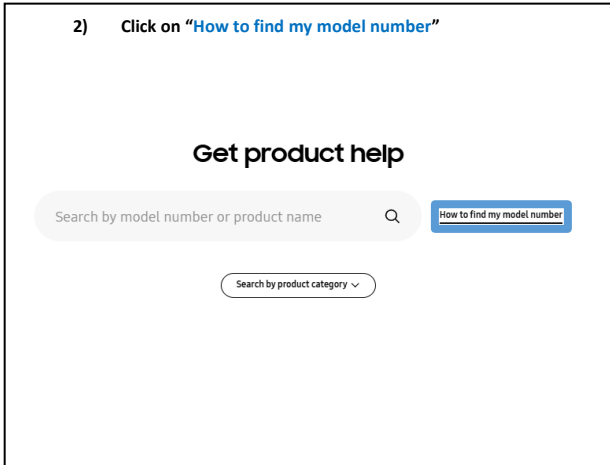
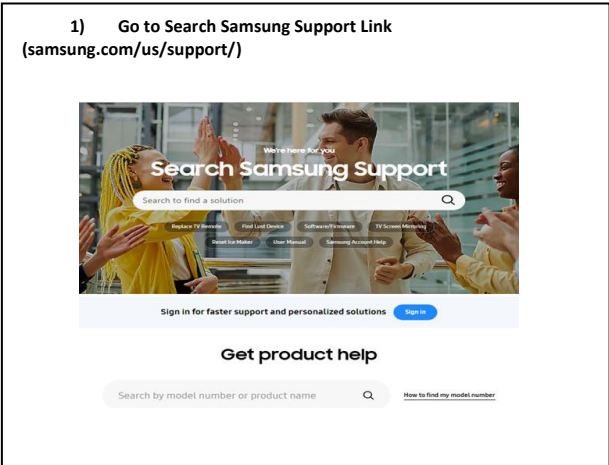


www.samsung.com):

Beyond the dedicated support mentioned earlier, Samsung provides additional support tools accessible to all users and dealers through www.samsung.com.

Locating Serial Number

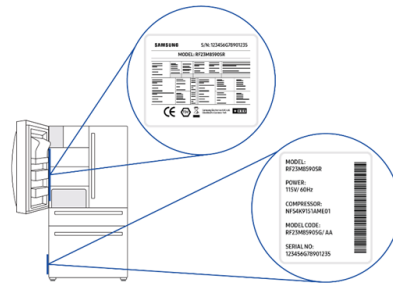
- ❖ Follow the steps below to locate serial numbers for all of Samsung products.



- ❖ Results will show in a similar format to below

French Door Refrigerator

The model and serial number can be found on the interior left wall of the refrigerator compartment. Another label can be found on the exterior left side, near the bottom.




Locating a Service Provider or Center

This is an online resource intended for customers and while it does allow for customers to schedule a repair, Dealers should not use the schedule tool as a resource.


1) Go to Search Samsung Support Link
(<https://www.samsung.com/us/support/service/locations>)

Select a product type


Need immediate help? Schedule a repair service with our technicians [Schedule repair >](#)




Phones




TVs




Tablets



Home Appliances



Hearables



Wearables

2) Follow prompts until you reach the below input. Populate with the unit locations zip code.

Enter Your Zip code

Determining Manufacture Date

Manufacture date can be determined through an examination of the 8th and 9th digit of the Samsung TV/Appliance serial number.

❖ 8th digit = year of manufacture

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Q	S	Z	B	C	D	F	G	H	I	K	M	N	R	T	W	X	Y	L

❖ 9th digit = month of manufacture

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
1	2	3	4	5	6	7	8	9	A	B	C

❖ OS1PHTJJ900197P would equal a manufacture date of Sept. 2017


How to Request/Review Service or Exchange/Refund as a Dealer

Dealers have the capability to request service on behalf of a customer or for dealer units in a couple different ways.

Through the Samsung Dealer Service Solutions Portal (DSSP):


❖ This is the process for all initial service requests being requested by a Dealer.

Following account setup, for service dispatch ticket creation:

- ❖ Log into the portal
 - Go to the login page at www.samsungdss.com
 - Enter email and password
 - Enter the verification code sent via email
- ❖ Create a service ticket
 - After successful login, click the  icon.
 - Select “Create New Ticket”
 - Input all ticket information and select “Create”
 - Ticket is created and assigned to chosen Service Center

ONLY DISPATCH TICKETS THAT FALL WITHIN NORMAL WARRANTY SERVICE GUIDELINES. REQUESTS FOR EXCEPTIONS CANNOT BE PROCESSED THROUGH DSSP AND SHOULD BE ROUTED THROUGH SAMSUNG DEALER SUPPORT

For service ticket status

- ❖ After successful login, click  icon
- ❖ Browse or Search by Customer Name, Ticket Number or Serial #
- ❖ Click the ticket to view details
- ❖ Ticket details and status are displayed

To request a refund/exchange or dealer return authorization (RA)

- ❖ After successful login, open the ticket you are requesting support on.
- ❖ Under “Ticket Logs” select the option for “Request Return Authorization”

Through Samsung Dealer Support:

This group can be reached via email at partner.care@sea.samsung.com or via phone at 866-797-8727. Whenever contacting them, please provide as much information as possible.

- ❖ Full unit model number
- ❖ Full 15 digit serial number ending in a letter.
- ❖ Copy of the bill of sale/invoice/receipt
- ❖ Customer name/address/phone/email
- ❖ Summary of request (Repair dispatch, No Charge Part request, Escalation, etc.)

Dispatch Repair Services

- ❖ Should be used secondarily to SDSS for situations where SDSS dispatched service requires a new service dispatch for the same issue.
- ❖ Is eligible on any unit currently within the warranty

No Charge Part (NCP) Requests

- ❖ Limited to components identified within the manual such as bins, knobs, remotes, legs, etc. Please refer to the below graph for supported components.

KITCHEN APLIANCES	REFRIGERATOR	LAUNDRY	TV/MONITOR/SOUNDBARS
(MWO Mount) Install Manual	BASKET	CAP	ADAPTOR
(MWO Mount) Template Top	BINS	CASE	CABLE
(MWO Mount) Template Wall	BRACKET	CONNECTOR	INSTALLATION KIT
ADJUSTER HANDLE	BUCKET	COVER	POWER CORD
BASE	CAP	DRAWER	REMOTE CONTROL
BASKET	CAP HINGE	FILTER	SCREW
BRACKET	CASE	HANDLE	STAND
BURNER CAP	COVER	HOSE	ADAPTOR
BURNER HEAD	Cover Filter	HOSE HANGER	BATTERY
CAP	DRAWER	INSTALLATION KIT	BRACKET
CASE	GUARD	KNOB	CABLE
CASE SPOON	GUIDE	LEG	HOLDER
COOKING TRAY	HANDLE	PIPE CONNECTOR	INSTALLATION KIT
COVER	ICE BUCKET	RACK	ONE CONNECT ACCESSORIES
DRAWER	INSTALLATION KIT	SCREW	POWER CORD
FILTER	LEG		REMOTE CONTROL
GRATE	LEVER		SCREW
GRIDDLE	PANTRY		STAND
GRILL	RACK		WALL MOUNT BRACKET
HANDLE	ROLLER		ADAPTOR
HOLDER	SCREW		BRACKET
HOOD	SHELF		CABLE
HOSE	WATER Filter		POWER CORD
INSTALLATION KIT	WATER TANK		REMOTE CONTROL
KNOB			SCREW
LEG			SPEAKER
LIGHT BULB			
NOZZLE			
PARTITION			
RACK			
ROLLER			
SCREW			
TEMP PROBE			
TRAY			
TRIM			

To request a refund/exchange or dealer return authorization (RA)

- ❖ On contacting Dealer Support please provide all required information as outlined above.
- ❖ Please include any additional information specific to the reason behind the request for appropriate consideration.
- ❖ Please be aware that all requests are subject for final approval and are not guaranteed.

Escalations Path Summary

There are three tiers of escalation channels/paths that support dealers after a ticket has been created.

Tier 1 – Dealer Service Solutions Portal

<https://www.samsungdss.com/>

- Instant response
 - In-Home Service requests
 - In-Store Service requests
 - Service Ticket Status Updates
 - Ticket escalations (for Service Portal tickets)
 - Service Return Authorization (SRA) requests
- ❖ After successful login, open the ticket in need of escalation
 - ❖ Under “Ticket Logs” you should see an option for escalation as long as certain escalation triggers are met such as repair delays.
 - ❖ Click on the “Escalate Ticket” button.
 - ❖ If “Escalate Ticket” does not appear and there is a legitimate escalation, please reach out to Samsung Dealer Support.

Tier 2 – Dealer Support

partner.care@sea.samsung.com

866-797-8727

- 2 business day response time
- Exchange and refund requests
- Service status
- NCP requests & order status
- Exception requests
- Service escalations

Tier 3– Escalations Specialists

dealerescalations@sea.samsung.com

- Escalated Service Requests
- Delayed requests into Dealer Support
- Highly escalated cases
- Policy questions
- Process questions

Samsung Product Safety/Liability Department

Escalations regarding PL claims and /or safety concerns should be separated into two distinct categories and tendered accordingly. Please include the following information on any claim/report tendered:

Template	<ul style="list-style-type: none">• Customer Name:• Customer Address:• Contact Number & E-mail:• Model:• Serial Number (S/N) and or IMEI of the product:• Incident Date:• Incident Details:<ul style="list-style-type: none">- Summary of how & what happened- Property Damage involved? If so, explain (Photos, related documents, estimates, etc.)- Personal Injury involved? If so, explain (Photos, medical seek doc, etc.)• Inspection Results:<ul style="list-style-type: none">- Photos of unit, photo/or video of product issue- Technical notes, service records- Replaced parts• Is unit already accommodated (exchanged/refunded)? If so, provide<ul style="list-style-type: none">- Store location- PIC & Contact information• Location of the unit
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For Product Liability claims that include property damage or personal injury

- ❖ Email: CEPL@sea.samsung.com
- ❖ Confirmation of receipt of Tender notice will be received within 48 hours
- ❖ Name and direct contact number of the Person in Charge reviewing the claim will be sent to the person who tendered the claim as well as the customer

Samsung will not dispatch for site or product inspection without a valid, existing tender request

To report Product Safety concerns

- ❖ Email: SEASafety@sea.samsung.com