

# Samsung Personal Touch – East Region



## Dedicated Dealer Support for the East Region

[East.Care@sea.samsung.com](mailto:East.Care@sea.samsung.com)

Do you need replacement cosmetic parts for a slightly damaged appliance?

Do you have a customer who needs a service technician?

Have you come across a situation that might qualify for an RA?

Would you like to work with someone who knows you and is responsive to your needs?

Samsung wants to work with you to ensure consumers are satisfied not only with Samsung product performance but also with you, their Independent Dealer. Our Dealer Support team is trained to help you meet those consumer expectations. We've created a new email based team that is dedicated to the unique issues of the East Region.

The general inbox ([SamsungB2Bsupport1@sea.samsung.com](mailto:SamsungB2Bsupport1@sea.samsung.com)) is still available, but if you need a prompt response from names you recognize and can count on then reach out to West.Care for assistance.

### Specifically they are ready to assist with:

- \* Escalation handling, including RA requests
- \* Schedule service on a defective in-store and customer owned products
- \* Ordering cosmetic parts for display appliances
- \* Status of ongoing repairs and customer service issues

The entire Samsung Dealer Support team can also be reached at

**866-797-8727**

(This number is for store personnel only)

**LAUNCH DATE: April 1, 2019**

Your specific email address:

**East.Care@sea.samsung.com**

**Dear East Region Dealers,**

**Our mission is to provide you with a level of support that is industry leading. Your business is important to us and we look forward to feedback on this Personal Touch launch with the East Region.**

**Sincerely,  
Tom Anderson  
Sr. Director – Customer Care**

## What does the dealer need for optimal resolution

- **Dealer Name**
- **Dealer Contact info**
- **Full model #**
- **Full 15 digit serial #**
- **Clear description of what they need**
- **Specific info on what is needed (i.e. part number or description)**