

SAMSUNG's mission is: "We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society."

(Samsung, 2020)

- Samsung Electronics Co., LTD was established in **1969 in South Korea**, and its current headquarters and base of operation are in the South Korean city of Suwon (Samsung, 2020).
- Samsung company is **the second-largest technology company** and the **14th largest** company in the world (Forbes, 2018).
- Samsung specializes in a production of a wide variety of consumer and industry electronics (appliances, digital media devices, semiconductors, memory chips, and integral systems).
- In 2020 the Korean conglomerate Samsung had **267 937 employees** worldwide (Statista, 2022).
- Samsung Electronics Co., LTD has branches in about **79 countries**.



INTRODUCTION

- The aim of this presentation is to acquaint the reader with how important is communication in order to achieve effective results and end-user satisfaction
- We will present a case about Samsung Electronics Co., LTD. The customer has a problem with one of their product and our goal is to help the company by applying different theoretical models of communication, to overcome the barriers that are encountered and how the problem could be solved.

Scenario description

- Mohamed bought a 65” in 7 series TV Samsung and one week later he realized that the screen was defective. He immediately contacted Samsung customer service. The lady was very polite and ensured him that within two weeks, a service technician would be sent to his home to replace the screen. Three weeks later no one came, and he called again the customer service. What was his surprise when he found out that they had closed his issue because he did not answer when they called? They called him while he was at work and did not leave a message or email. He received a text message two days later informing him that his ticket was closed without a reason why.
- After spending three hours on phone, being transferred multiple times, he was informed that there is no service technician in the area, and he decided to make a request for a replacement. The supervisor of case management promised to call within twenty-four hours to help him identify what he needed to do next. A week had passed, and no one would have called him. He was desperate and did not know what to do, so he decided to write a complaint email to Customer Support. Another week passed and he had neither a call nor an answer to the email.

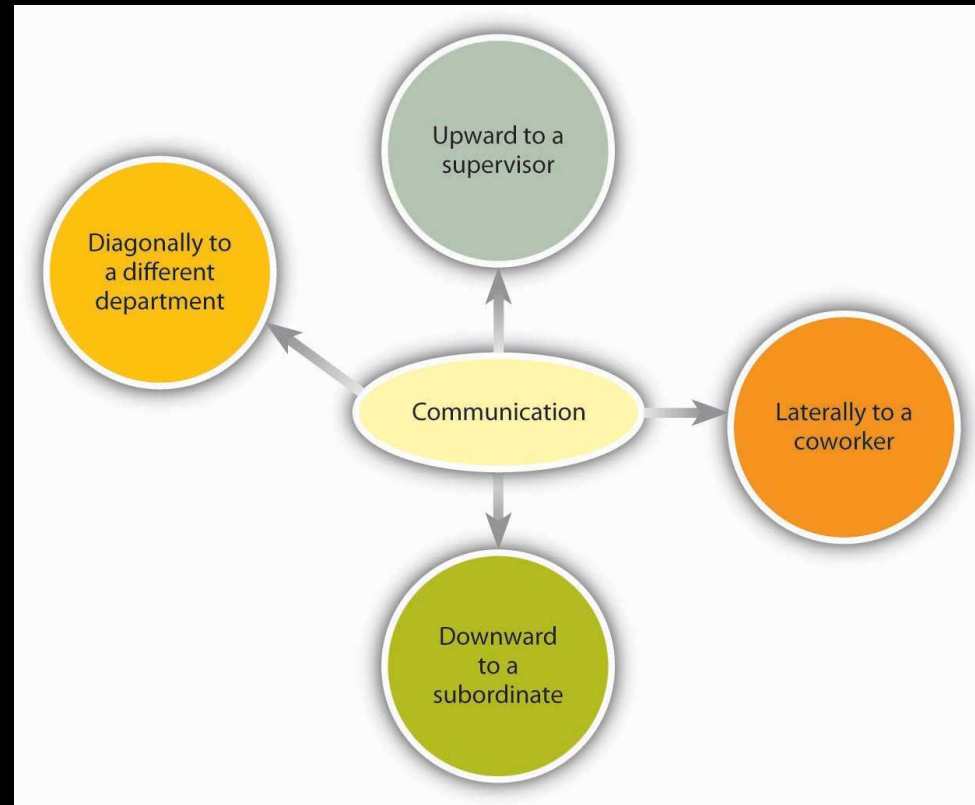
What are Benefits of Effective Communication

The ability to effectively communicate is a necessary condition for successfully planning, organizing, leading, and controlling. Communication is vital to organizations—it's how we coordinate actions and achieve goals. It is defined in the *Merriam-Webster's* dictionary as “a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour.” *Merriam-Webster online dictionary*. (2008). Retrieved December 1, 2008, from <http://www.me>



Research also shows that lateral communication done between peers can influence important organizational outcomes

such as turnover. Krackhardt, D., & Porter, L. W. (1986).



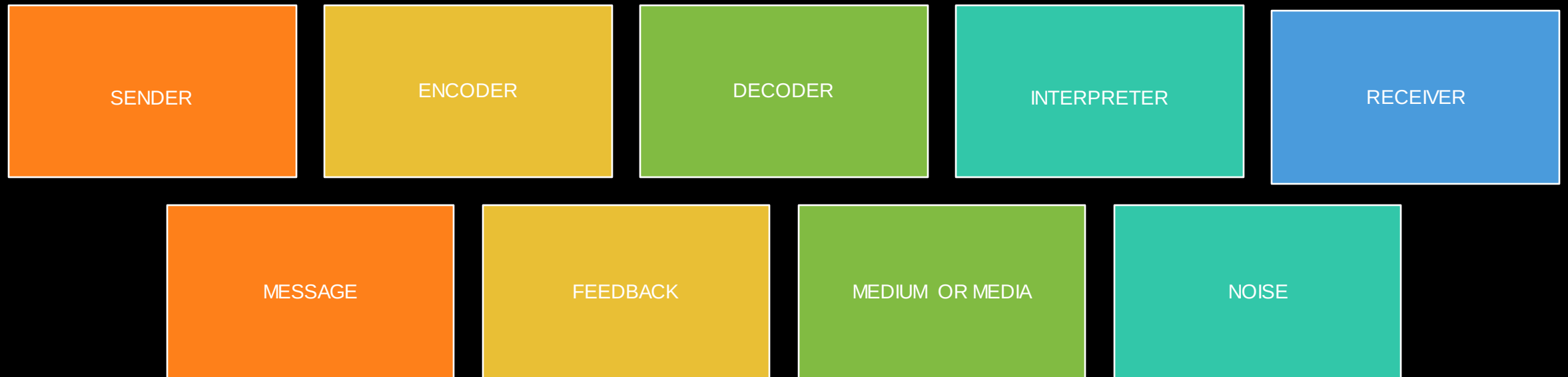
MODELS OF COMMUNICATION

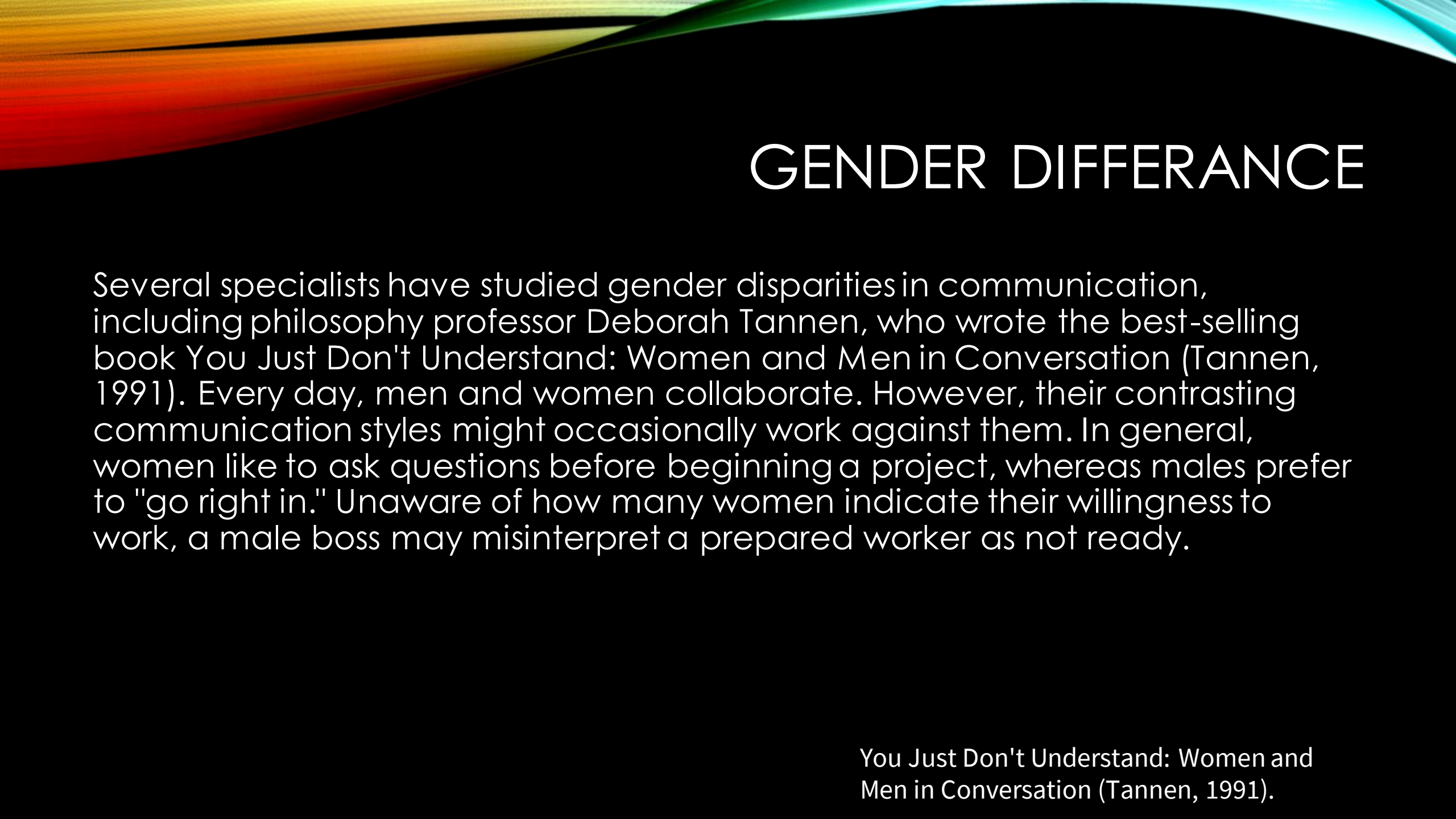
SHANON AND WEAVER MODEL

BERLO'S MODEL OF COMUNICATION

SCHRAMM'S INTERACTIVE MODEL

THE ORGANIZATION SHOULD USE THE SCHRAMM'S INTERACTIVE MODEL





GENDER DIFFERENCE

Several specialists have studied gender disparities in communication, including philosophy professor Deborah Tannen, who wrote the best-selling book *You Just Don't Understand: Women and Men in Conversation* (Tannen, 1991). Every day, men and women collaborate. However, their contrasting communication styles might occasionally work against them. In general, women like to ask questions before beginning a project, whereas males prefer to "go right in." Unaware of how many women indicate their willingness to work, a male boss may misinterpret a prepared worker as not ready.

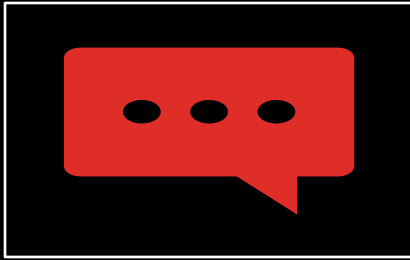
You Just Don't Understand: Women and Men in Conversation (Tannen, 1991).

BARRIERS OF EFFECTIVE COMMUNICATION

- Effective communication with stakeholders helps to help the organization comprehend those that will be impacted by the work, how they should access and comprehend information about the company, and allows the organization to understand those that will be impacted by the project. Whenever you consider the various elements that can go in the way of efficient communication, it can be more difficult than you believe.
- Inability to Listen to Others
- Conflicts in the Workplace
- Language
- Lack of experience



INABILITY TO LISTEN TO OTHERS AND CONFLICTS IN THE WORKPLACE



Effective communication relies heavily on reflective listening. You won't be able to engage with anyone if you don't listen to them just because you'll assume about their needs based on your preconceptions rather than fact.



Conflict arises for a variety of causes, and when it happens, it obstructs good communication. It is not necessary to know the nature of the disagreement; what matters is that you strive to address it. When disagreement is not resolved, it escalates, and individuals begin to take sides, obstructing efficient communication even more.

Merriam-Webster online dictionary. (2008).
Retrieved December 1, 2008,
from <http://www.merriam-webster.com/dictionary/communication>.

Samsung's Stakeholders and Communication Channels

Stakeholders	Communication Channels
Customers	- Surveys - Call center
Shareholders and investors	- Investor relations meeting - 1:1 meeting - videos
Employees	- Surveys - Samsung LIVE - Reporting system - Works Council
Suppliers	- Hotline, online reporting system - Suppliers conference
Local communities	- Local volunteer centers - Local community councils
NGO (Non-governmental organization), Specialized Institutions	- Corporate conferences - Meetings with NGOs
Governments	- Policy meetings - National Assembly - Policy consultative bodies
Media	- Press releases - Samsung Electronics Newsroom

STAKEHOLDERS AND CHANNELS OF COMMUNICATION

1. Stakeholder is defined as people who have the right and capacity to participate in the process; anyone whose actions or inactions impact other people has a right to be involved (Gray 1989).
2. A communication channel is a system or method that is used for communicating with other people (Cambridge dictionary)
3. Types of communication channels
 - “Formal communication” – According to Price (1997), formal communication is a plan, organization, and permission given by management as well as rules, standards, and processes books, reports, official meetings, emails, etc.
 - “Informal communication” – after-work meetings, parties, lunches, etc (Park & Lee 2013)



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- You Just Don't Understand: Women and Men in Conversation (Tannen, 1991).

CONCLUSION

As you can see from the graphic, no single quality can ascend the mountain by itself. Every single time, they fall short. The only way they'll make it to the summit is if they stick together and work together to finish the ascent. When attempting to achieve an objective. When people are asked what the most important attributes are in a team, communication comes out on top, followed by leadership and trust. Following the selection of a leader, accountability is established.

And this presentation explains how a team should work and how they need to communicate with each other.



Teamwork Evaluation	Team responses.
Who was in your team?	Neli Radostina Penka Christian
What were the key strengths of your team?	Strong will members. With a need to succussed good leadership
What were the challenges that you overcame as a team?	Communication problem finding the time to have team meeting
What would you do differently if you worked as a team again?	Get to know my team better, Better communication
How would you rate your team working? Out of 10?	7