

Samsung to open Connected Customer Care Center in Greenville County

Company partnering with Alorica on state-of-the-art facility, creating 400 new jobs

GREENVILLE, S.C. – July 12, 2018 – Samsung Electronics America, Inc. today announced plans to open a cutting-edge customer care center in Greenville County. Established in partnership with Alorica, one of the world’s leading platforms for customer interactions, the new Connected Customer Care Center will bring 400 additional jobs to the region by 2020.

This new facility is part of Samsung’s continued efforts to deliver exceptional customer care at more touchpoints throughout the United States and ensures that critical support systems are in place as consumers increasingly move toward integrated connectivity between Samsung products and services. It will include two advanced training centers for on-site agents, a showcase of the latest Samsung products across all categories, a private and secure video chat support area and a connected living lab with Samsung and competitive products.

Harnessing Alorica’s expertise in customer service experience, customer retention and insights from more than 600 million interactions, agents will be able to deliver augmented, streamlined customer experiences for Samsung users across the company’s entire ecosystem of products.

Located at 901 Holland Road in Simpsonville, S.C., the new, 34,928-square-foot facility will be Samsung’s third location in South Carolina, joining its current product support center in Simpsonville that employs more than 600 people and its \$380 million home appliance manufacturing plant in Newberry County. With this new location, there will be more than 1,000 Samsung support jobs in South Carolina by 2020.

Hiring for the new positions is already underway, and interested applicants can visit www.aloricajobs.com for more information.

QUOTES

“The way consumers are using technology devices is changing. We are entering a world in which the way consumers use and switch technology products is constant and seamless. Today’s announcement goes beyond our commitment to providing superior care for Samsung products and ensures that Samsung customers are able to receive world-class education, training and support to connect their products and maximize their use however and whenever they would like.” –**Samsung Electronics America Senior Vice President of Customer Care Michael Lawder**

“When Samsung announced its intentions to build a manufacturing facility in Newberry, they told the people of South Carolina they were dedicated to our community. At every opportunity, this fantastic company has demonstrated that commitment, and today’s announcement that will create 400 new jobs in Greenville is just further proof that Samsung will be here for a very long time, investing in South Carolina and creating jobs for the people of our state.” –**Gov. Henry McMaster**

“Today’s announcement reinforces a growing trend – that South Carolina is ‘*Just right*’ for innovative companies. We are pleased Samsung calls South Carolina home and are excited their new facility will create even more job opportunities for our Upstate community.” –**Secretary of Commerce Bobby Hitt**

“Samsung has been a brand name in Greenville County since 2009. Greenville County Council is appreciative that they have chosen to continue expanding their business in our community. County council congratulates Samsung on the company’s decision and wishes all members of the Samsung team continued success.”—**Greenville County Council Chairman H. G. (Butch) Kirven Jr.**

“The City of Mauldin is excited with the announcement of Samsung’s expansion of its customer care center. Samsung and Alorica’s partnership represents a growing list of companies who have recognized the City of Mauldin’s business friendly environment. We are thankful to work with the SC Department of Commerce and GADC in landing another successful business within our great city.”-- **Mayor Dennis Raines, Mauldin SC**

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA) is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA is pushing beyond the limits of today’s technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America’s fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us @SamsungNewsUS.

###

The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 23,000 new jobs and more than \$4 billion in capital investment in Greenville County, SC. To learn more, visit www.goGADC.com or call (864) 235-2008.

MEDIA CONTACT:

Tavia Gaddy
Project Manager
Greenville Area Development Corporation
(864) 235-2008
tgaddy@greenvillecounty.org