

DON'T BUY SAMSUNG MOBILES

Samsung fails to acknowledge responsibility for damages resulting from software updates, instead attributing the issues to customer misuse, while providing abysmal customer service.

Background

I've been a loyal Samsung customer. On August 1, 2022, I purchased a Samsung S22 Ultra (Model: SM-S908EZKHINU) on EMI, which was their flagship model at the time. I was thrilled with my purchase and took great care of the device, using a Rhino Shield case and screen protector for maximum protection.

Origin of the problem

Until July 2024, my experience with the S22 Ultra was flawless. I was so satisfied that I recommended Samsung products to family and friends, even buying Samsung the S series devices for my family. However, this all changed in August 2024.

Everything changed on August 13, 2024. While my S22 Ultra was charging, it unexpectedly restarted following a recent software update. When I checked the phone, the screen had turned completely white and was unusable.

Concerned, I researched the issue and discovered that the One UI 6 update was causing problems for many S22 Ultra users, as well as other older Samsung devices. Common issues included thick white lines appearing near the camera cutout and, in some cases, the screen turning completely white. These problems seemed to be linked to the variable refresh rate feature.

I attempted various troubleshooting steps, including a hard reboot, but nothing worked. It was at this point that I began to witness the dark side of Samsung, a company I once trusted implicitly. Despite paying a premium for what was supposed to be a top-tier device, I was now left with a non-functional phone, no backup, and growing frustration as the reality of Samsung's shortcomings became apparent.

Interactions with Samsung

Service Centre Visit #1

(14-Aug-2024)

On 14th August 2024, I visited the nearest authorized Samsung Service Centre "Mobile Technology" in Goregaon West, Mumbai. Upon arrival, I was hopeful that Samsung would address the issue given the device's history and the circumstances surrounding the problem. However, my optimism was quickly shattered.

The service center manager, Nadeem, informed me that if the screen had "white lines," the repair would be covered at no cost. However, since my screen was completely white, he bluntly refused to replace the display for free, citing that the device was out of warranty. Despite the issue clearly being a result of the recent software update, he insisted that this was a case of physical damage and not a manufacturing defect or software issue.

The service engineer further compounded my frustration by claiming that the wear and tear on my nearly two-year-old phone constituted physical damage, essentially blaming me for improper use. This was despite the fact that the Always On Display and fingerprint animations were still visible on the screen, and the touch functionality was intact; strong indicators that the problem was not due to physical damage.

They took images of my phone and raised a job sheet (#4398773785), but the message was clear: I would have to bear the full cost of the repair unless I could convince customer care otherwise. My trust in Samsung, once unshakeable, began to erode as I realized the company was more interested in deflecting responsibility than in helping a loyal customer.

Customer Support #1

(14-Aug-2024)

Frustrated by the service center's refusal to acknowledge the issue as a manufacturing defect, I reached out to Samsung Customer Support. The call was answered by an agent named Nisar, who quickly shifted the blame to me, suggesting that I was responsible for the damage. Despite my insistence that I had taken excellent care of the device, Nisar dismissively remarked that everyone claims to use their phones carefully, whether they cost ₹30,000 or ₹1,00,000. This condescending attitude only added to my frustration, as I was already dealing with the anxiety of

having a non-functional phone. Instead of offering assistance, the agent's approach was to undermine my experience, which further highlighted Samsung's disregard for customer concerns.

Customer Support #2

(14-Aug-2024 to 17-Aug-2024)

After multiple calls and extended hold times, I spoke with a supervisor named Pruthvi. Despite my detailed explanation that the phone issue was not due to physical damage, Pruthvi insisted that the tiny scratches near the S-Pen were evidence of misuse. This was frustrating, as the phone was never damaged and was in perfect condition before the update. Pruthvi's dismissive attitude was no better than the previous agent's, and it only added to my dissatisfaction. I escalated the issue further.

Customer Support #3 (Senior Escalation Team)

(17-Aug-2024)

On 17th August 2024, I received a call from a senior escalation team member whose name I do not recall. Despite my detailed explanations, she maintained that the repair would be chargeable and continued to blame me for the issue. I asked for a clear explanation of the white screen problem and why Samsung's policy didn't cover it, but she failed to provide any substantive answers. Her response was evasive, and she instructed me to have the phone submitted to the service center while promising to escalate the matter to the Head Office.

Service Centre Visit #2

(19-Aug-2024)

On 19th August 2024, I returned to the Samsung Service Centre (Mobile Technology) to submit my device as instructed by the senior escalation team. The service engineer insisted on an internal inspection for potential internal or liquid damage before proceeding. Despite my concerns about losing the phone's water and dust resistance, I agreed under the condition that the device would be reassembled and sealed once the inspection was complete.

The engineer confirmed that the phone had no internal or liquid damage, and I received an acknowledgment of service request with the reference number #4399079310.

Head Office (Naveen Kumar) #1

(19-Aug-2024)

On 19th August 2024, the same day I submitted my device at the service centre, I received a call from Naveen Kumar, a Customer Experience Manager. He briefly asked for my city but abruptly disconnected the call without providing his contact information or any details on next steps. This lack of communication set a troubling tone for the rest of my interactions with him.

Customer Support #4

(19-Aug-2024 to 22-Aug-2024)

Starting 19th August 2024, I called Samsung Customer Support to check on my case status several times. Each time, I was told:

“Your case is being handled by Naveen Kumar from Head Office; we don’t have access to his contact information, but we can send an internal reminder. You will receive a call back from Naveen Kumar by EOD.”

All of these promises proved false, as I never received a callback or any further communication from Naveen Kumar. The repeated assurances and lack of follow-through left me increasingly frustrated and uncertain about the status of my case.

Head Office (Naveen Kumar) #2

(22-Aug-2024)

On 22nd August 2024, at 17:42 IST, I missed a call from Naveen Kumar (+911243630331) because I was in a meeting. He did not attempt to call back and instead sent me an email, which included his contact information. This was the first time I received his contact information, but it proved useless as his mobile extension was unavailable, and he did not respond to emails.

Head Office (Naveen Kumar) #3

(23-Aug-2024)

Despite my efforts to reach him through calls and emails, he did not respond to my follow-ups until 23rd August 2024, when he finally called me at 15:39 IST.

During this call, Naveen requested that I send over the invoice and videos of the mobile when the issue first occurred. I promptly provided these files, but the ineffective communication and lack of resolution persisted.

Customer Support #5

(24-Aug-2024 to 28-Aug-2024)

Starting from 24th August 2024, For the next 4 days, I continued to face issues with getting a response. I sent multiple emails to Naveen Kumar, but he never responded. I also attempted to call his mobile (01243630333 EXT: 72010), but the extension was unavailable. With Naveen Kumar's contact information proving ineffective yet again, I was left with no choice but to send reminders through Samsung Customer Support.

Head Office (Naveen Kumar) #3

(28-Aug-2024)

On 28th August 2024, at 18:24 IST, I received a call from Naveen Kumar (+911243630331). When I questioned him about the extended delay in addressing my case, he claimed he had been out of the office. This explanation was inadequate, as he had not arranged for anyone else to handle my case in his absence. Consequently, I was left without any updates or support during this period.

Naveen Kumar's lack of delegation or communication about the delay left me feeling completely ignored. He failed to inform me about the status of my case or provide an alternative contact, effectively ghosting me as a customer. When I asked about the decision regarding the repair and requested a reconsideration, Naveen Kumar explained that the internal team made a decision that repair could only be done on a chargeable basis, stating that this was against their policy. When I asked If I can talk with the internal team or reconsider this decision he simply refused.

He dismissively replied, "It's an electronic device; anything can happen." His abrupt response demanded immediate payment or abandonment of the device, without addressing the key issues I raised.

I asked for a proper explanation regarding:

- The probable causes of my white screen issue.
- Why Samsung's policy does not cover "white screen" issues, despite already covering "white lines" caused by software updates.

Naveen Kumar failed to answer my questions, stating that the decision was against policy and simply repeating that he was “just conforming” without providing detailed responses. When I asked him to say anything apart from “I am just confirming”, he said that he didn’t want to argue and abruptly ended the call, showing a clear disregard for addressing my concerns.

Service Centre Visit #3

(29-Aug-2024)

On 29th August 2024, I visited the Samsung Service Centre (Mobile Technology) to retrieve my device after Samsung refused to repair it. To my dismay, the phone was returned in a worse condition than when I submitted it. Although I had been assured that the device would be resealed following the internal inspection, it was left open.

When I requested that the phone be reassembled and sealed, the service team informed me that I would need to pay for this additional work. The lack of clear communication about the reassembly fee and the device’s open condition highlighted Samsung’s poor customer service and added further inconvenience to my situation. I paid for the reassembly and sealing to restore the phone to its original state.

This situation demonstrates that Samsung is willing to go to great lengths to avoid assisting customers, even when the issues are caused by their own errors. While I am prepared to take responsibility and cover repair costs if the damage were my fault, the problem here originated from Samsung’s software or hardware issues. Samsung should take responsibility for this situation and address the underlying problem, rather than passing the cost onto the customer.

Customer Support #6 (Public Posts)

(18-Sep-2024 to 19-Sep-2024)

Given Samsung's reluctance to address my concerns, I decided to make my issue public by posting on LinkedIn and X (Twitter).

Links to posts: [[LinkedIn Post Link](#)], [[X \(Twitter\) Post Link](#)].

Samsung responded on X, stating, “This is not the experience we expect our customers to have. We would like to help. Kindly share your contact details via direct message (DM) so that we can look into this.”

Customer Support #6 (Public Posts)

(25-Sep-2024)

After a week without a response, I sent a follow-up message on X requesting an update. Samsung replied, “Kindly give us some more time as the relevant team will get in touch with you to process it further.”

Head Office (Lakshmi Singh) #1

(27-Sep-2024 to 1-Oct-2024)

On 27th September 2024, I received a call from Lakshmi Singh (+911203680155), who mistakenly believed that my phone was deemed repaired since I had collected it from the service center on August 29, 2024, after paying for the resealing. I clearly explained my situation and requested an email confirmation regarding this understanding. After receiving her assurance that my case was in good hands, I shared the necessary details via email, hoping for a positive resolution after my lengthy struggle.

Head Office (Lakshmi Singh) #2

(7-Oct-2024)

On 7th October 2024, I received another call from Lakshmi Singh, during which she incorrectly stated that my device exhibited a yellow screen with green lines and could not be supported. I immediately clarified that the issue with my device was a completely white screen, not the yellow and green screen she described. Despite this, she continued to attribute the problem to a minor cosmetic scratch near the S-Pen area, suggesting that this was the cause of the issue, despite the overwhelming evidence pointing to a software-related malfunction.

When I asked for an explanation as to why the white screen issue occurred, Lakshmi Singh admitted that the root cause was unknown. This lack of understanding from Samsung about a problem affecting numerous users is deeply concerning. It is troubling that instead of thoroughly investigating the issue, the company chose to shift the blame onto a superficial scratch, which had no connection to the actual malfunction.

She further claimed that the service technicians had been unable to conduct a complete test on the device due to the white screen. Ironically, I, as a consumer, was able to connect the phone to an external display to access its functions—something that trained technicians apparently could not do. This raised serious doubts about the competence of the service team. When I questioned how they reached their conclusion that physical damage caused the issue, Lakshmi Singh referred to the technician's report, which blamed the cosmetic scratch, even though she acknowledged earlier that they had not fully tested the device.

Throughout our lengthy discussion, Lakshmi Singh repeatedly insisted that no support could be provided due to the alleged physical damage, despite clear evidence to the contrary. This raises the question of whether Samsung expects devices that are nearly two years old to remain in pristine condition to qualify for support under their policies. This approach seems unreasonable, especially when the actual issue is linked to a software malfunction, not physical damage.

Additionally, I have updated the evidence link with call recordings, email conversations, and images of the device to further substantiate my claims.

(13-Aug-2024 to Ongoing)

India Samsung CEO Email

Attempts to escalate the issue by contacting Samsung's India CEO were fraught with difficulties. Despite sending multiple emails to the CEO's office, I received only two replies, which were unsatisfactory and failed to resolve the issue. The responses I received were almost similar:

"We sincerely regret to hear your concern about Samsung product model number # SM-S908EZKHINU. Request you to kindly wait for the same. Your patience is highly appreciated. The reference number is 3101127607."

This kind of response came from:

- Farhan Khan farhan.khan@partner.samsung.com
- Kritika Guleria kritika.g1@partner.samsung.com

Despite my follow-up emails, I received no further response or resolution. There is a lack of meaningful engagement from Samsung's top management and illustrates their indifference to customer grievances and highlights a serious failure in addressing and resolving serious customer issues.

(13-Aug-2024 to Ongoing)

Samsung Members Community

In an effort to gain visibility and support for my issue, I posted about the problem on the Samsung Members Community. Initially, I posted on the UK community page, but was directed to the India local community page. When I posted my issue on the India Samsung Members Community, my posts were quickly marked as spam and removed.

The deleted posts included:

- [Samsung S22 Ultra White Screen After Update - Service Center](#)
- [Samsung S22 Ultra White Screen After Update - Customer Care](#)
- [Samsung S22 Ultra White Screen After Update - Customer Care](#)

The initial UK community post can be found [here](#).

The removal of these posts is concerning as it appears to be an attempt to suppress customer feedback and prevent others from learning about similar issues. This action undermines the principle of open discussion and customer support within the Samsung community.

Closing Notes

At this point, it is evident that Samsung is attempting to deflect responsibility and avoid providing the necessary support for the issues with my device. Their repeated references to policy restrictions are unhelpful and do not address the core problem. This situation has evolved into a broader issue of seeking justice for my financial investment and the time spent resolving this matter. Samsung's failure to take responsibility and offer a satisfactory resolution has compelled me to escalate the issue.

I am formally requesting:

1. **A proper, free-of-cost repair of my device.** The issue with the white screen is clearly linked to a software problem, which should be addressed by Samsung, as it falls within the scope of issues that should be covered by their warranty or customer support policies.
2. **Assurance to cover my device if similar issues occur in the future.** Given that the problem was triggered by a software update, I expect assurance that my device will be repaired or replaced free of cost if such issues happen again due to future updates or defects.
3. **Stable software updates.** The software updates provided by Samsung should undergo thorough testing to ensure they do not cause critical issues for users. I expect stable updates that do not compromise the functionality of the device.
4. **Better customer service.** Samsung must provide more effective and timely support. Poor communication and lack of follow-up have been frustrating, and improvements in how customers are treated are necessary to avoid similar situations.
5. **A refund for the additional, unnecessary costs** incurred during my visits to the service centers. The need for reassembly and sealing of my device was a direct result of Samsung's miscommunication and failure to manage the device properly. This fee should be reimbursed as it was incurred due to Samsung's failure to provide proper service.

If these demands are not met, I will be compelled to take further action, including:

- **Making the issue public** to raise awareness about Samsung's inadequate response and customer service practices.
- **Registering a grievance with the National Consumer Helpline** to seek additional support and intervention from consumer protection authorities.

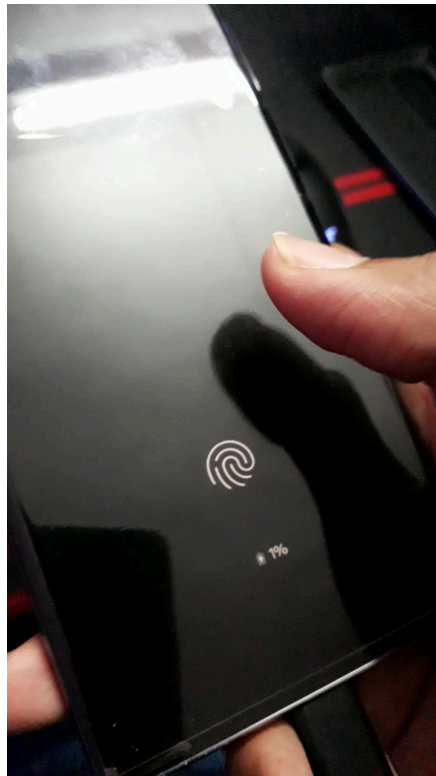
- **Filing a formal complaint with the Department of Consumer Affairs** to ensure that my concerns are formally addressed and that appropriate measures are taken to rectify this situation.

I hope that Samsung will take immediate action to resolve this matter amicably and restore my confidence in their brand.

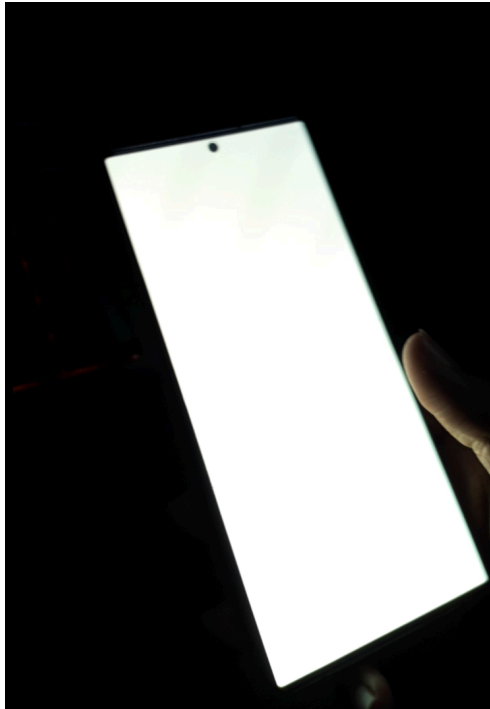
Attachments & Evidences

To support my claims and provide a comprehensive view of the issues I've faced, I have included the following documents and evidence.

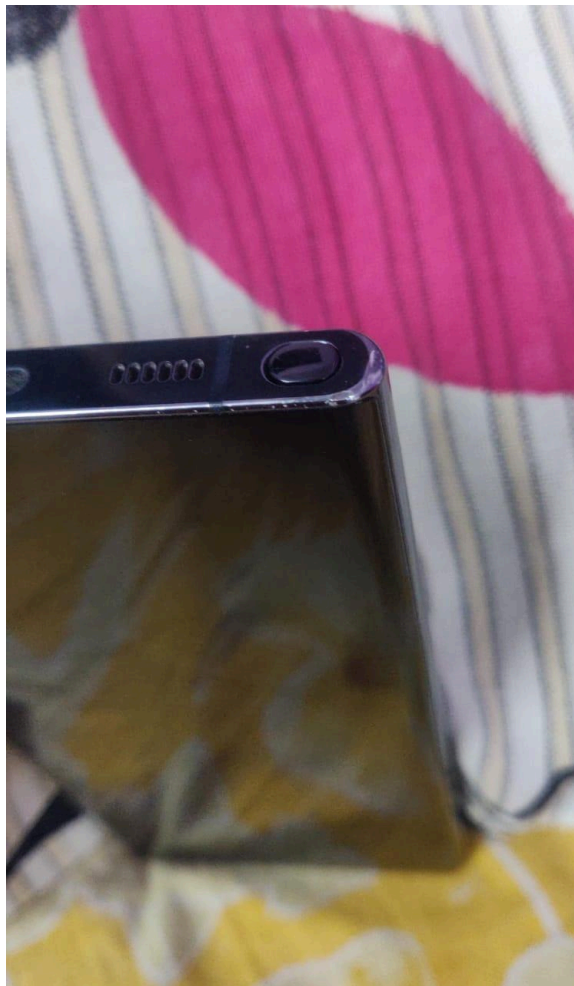
📁 S22 Ultra White Screen (Drive Link)



S22 Ultra Device (Always on Display)



S22 Ultra Device (Unlocked)



S22 Ultra S Pen (Alleged Physical Damage)

