

## Capita extends relationship with Samsung UK to provide support for consumer customers

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**London, 3 November 2025:** Capita plc (â€ˆCapitaâ€™™) today announces that its Contact Centre business within Capita Experience has secured a key contract extension with Samsung Electronics UK. Â

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Capita has worked with Samsung UK, a world-renowned technology leader, since 2011, providing customer experience services including technical voice support for mobile customers, customer solutions and online social media community management.

In 2016, Capita established a Business Service Centre (BSC) to serve the needs of Samsungâ€™™s business partners, offering services including technical support, customer service, and managed services.Â

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Under the new contract, Capita will continue to provide voice, email, and social media community management support to Samsung customers who purchase electronic products, ranging from TVs to mobile phones.Â Â

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The new contract will deliver impactful transformation driven by technology, including the migration of the telephony system to AWS Connect-powered [Capita Contact](#) and running a proof-of-concept in the BSC with [Agent Suite](#), Capitaâ€™™s flagship GenAI-powered platform.Â Â

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These solutions will provide a more personalised and proactive service, improving the customer and colleague experience. This approach aligns with and supports Samsungâ€™™s mission to inspire consumers to adopt the companyâ€™™s innovative technology, and to get more out of their technology and relationship with Samsung.Â Â

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Corinne Ripoche, CEO of Capita Experience, said: â€œThese new contracts further strengthen our 14-year partnership with Samsung, and we will be prioritising innovation and quality to ensure seamless, efficient, and valuable experiences for Samsung and their customers. I am especially excited that we will be driving these experiences via the increased application of technology and AI.Â Â

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â€œOur focus on transformation for clients by bringing technology, people and processes together is at the heart of Capitaâ€™™s strategy, and I am looking forward to seeing this in action with Samsung.â€Â

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### About Capita plc

Capita is a modern outsourcer, helping clients across the public and private sectors run complex business processes more efficiently, creating better consumer experiences. Operating across eight countries, Capitaâ€™™s 34,000 colleagues support primarily UK and European clients with people-based services underpinned by market-leading technology. We play an integral role in society - our work matters to the lives of the millions of people who rely on us every day.Â [www.capita.com](http://www.capita.com)Â