

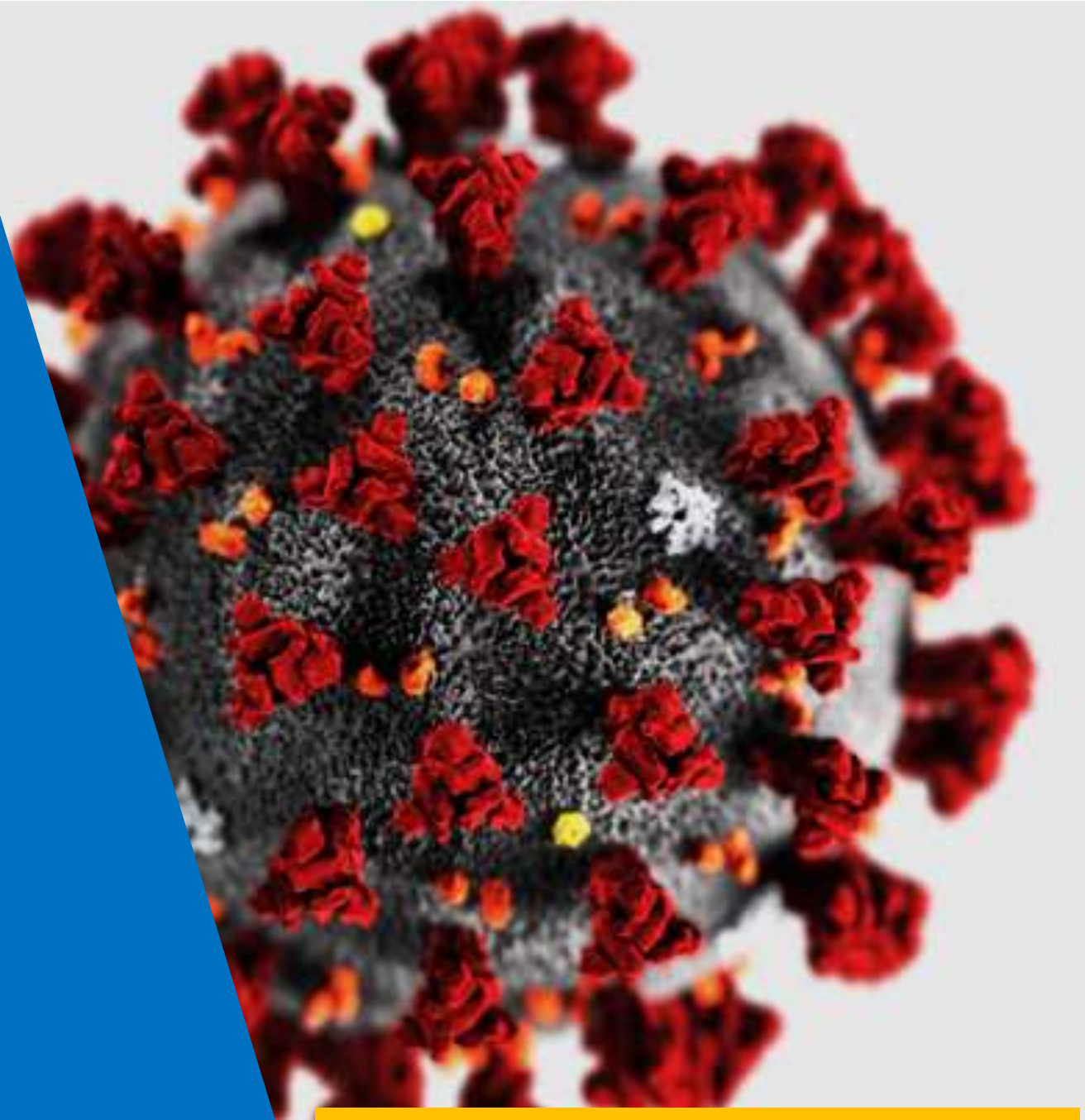
# 2020-2021 One Year of Covid 19

**A Compilation of Surveys  
Volume 1**



**Xenia Kourtoglou**

Founder Focus Bari, e-satisfaction, the next U  
Mentor & Coach, Psychotherapist, Author



# Our sources



The fastest growing online research company worldwide, offering data and survey results in a large variety of commercial, social and political subjects through :

- An exclusive global panel of 10+ million people
- **Real time** & continuous update on people's opinions on a large variety of international and local brands, organisations, and social matters



Focus Bari systematic surveys on the “pandemic year” via focusonline panel and vast social research background:

- April, May, July 2020
- September, November, December 2020
- January, February, March 2021



Our continuous National Survey since 1995, monitoring Greeks relationship with technology and the digital world

# Research Basic Specifications



- ✓ Online Quantitative Studies, fully structured questionnaire
- ✓ Focusonline panel
- ✓ Men and women 16+ national
- ✓ Samples of each survey ranging from 700 – 1600 individuals
- ✓ Conducted from April 2020 to April 2021
- ✓ International surveys : YouGov, Associate Partner for Greece : Focus Bari ([www.yougov.com](http://www.yougov.com))



**Contents : each chapter refers to a specific time & subject during the covid year**

Click the link to go directly to each subject

### **Volume 1**

- [April 2020 : First reactions & upcoming trends](#)
- [April 2020 : The “Covid” WOW Customer Experience](#)
- [June-July 2020 : A common outlook from a multi-country survey](#)
- [Fall 2020 : Attitudes towards the second lockdown](#)
- [Christmas 2020 : Anticipating, Shopping, Celebrating](#)

### **Volume 2**

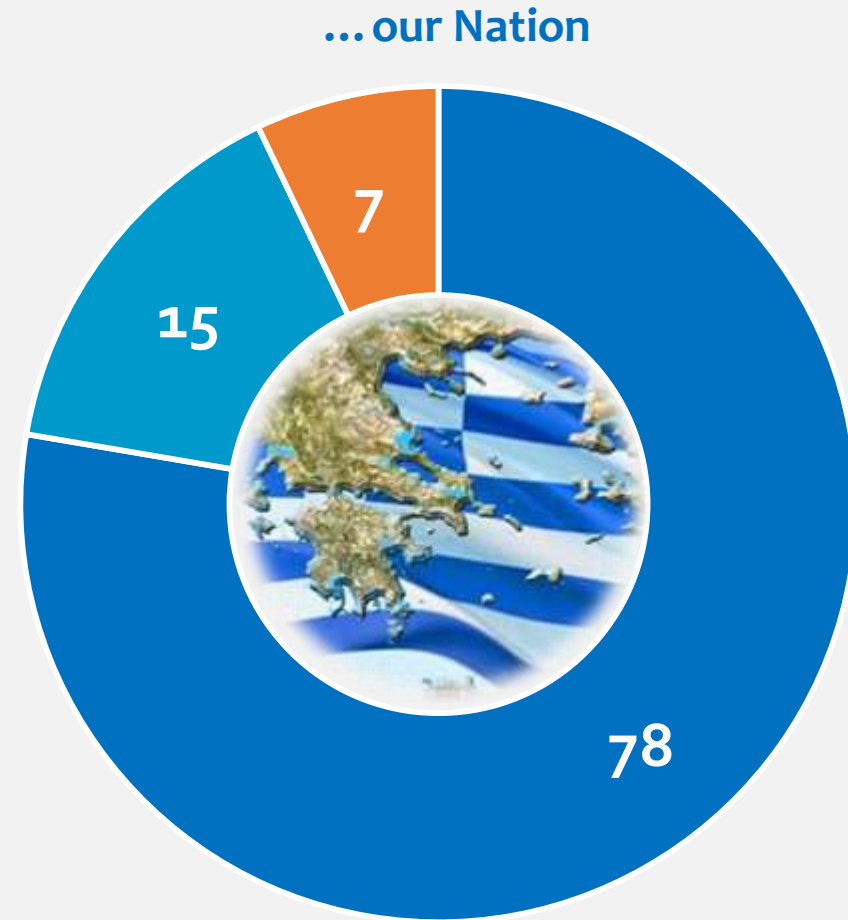
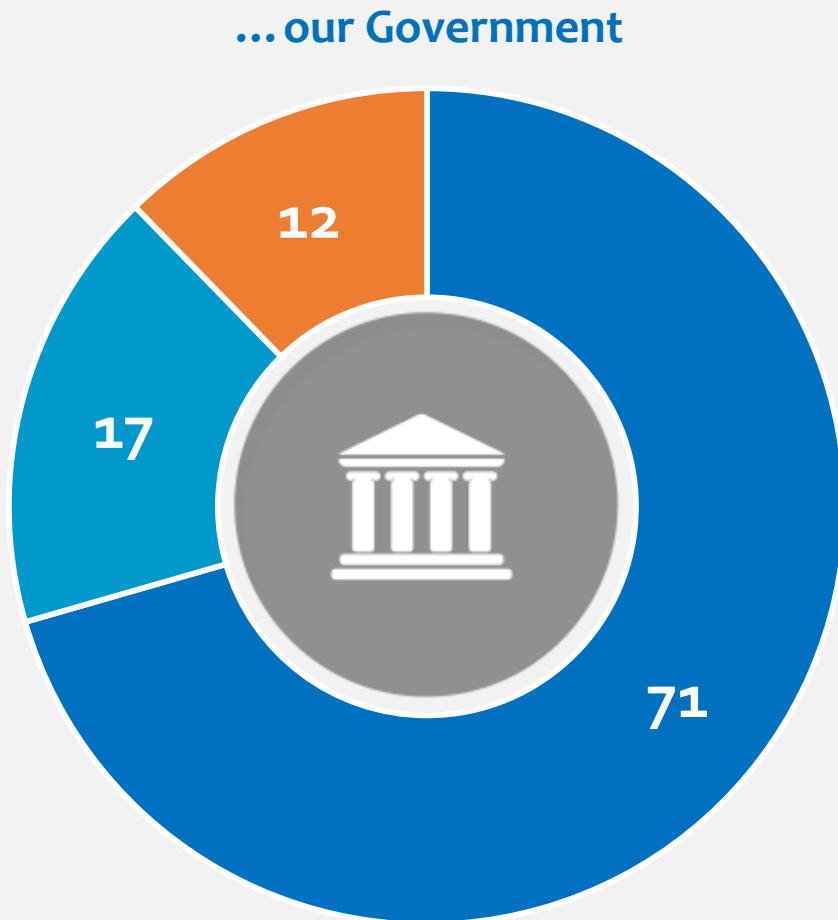
- [January 21 : Technology, Social Media, “ Digital Citizenship”](#)
- [February-March 21 : Impacts on health & Covid Vaccination](#)
- [One year after : Daily life & Relationships](#)
- [One year after : Professional & Financial Status](#)
- [March 2021 : New Habits & Intentions for the “day after”](#)



# April 2020 : First reactions & upcoming trends



# During the first, March-April 2020 lockdown, Greeks felt very/quite proud for...



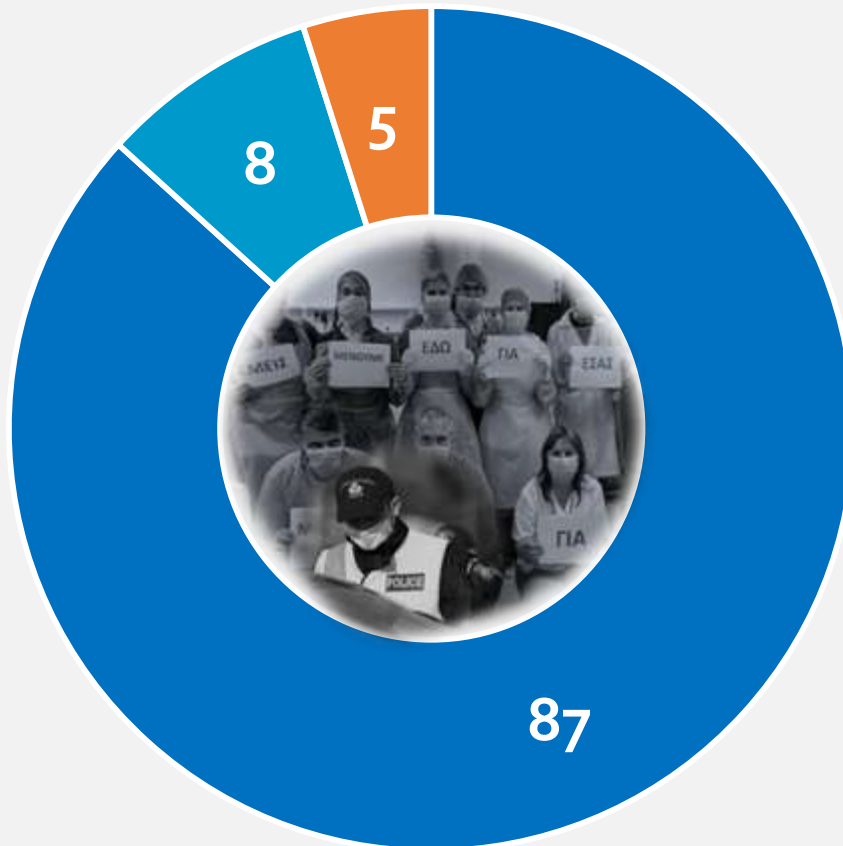
■ very much/quite a lot   ■ little

■ not at all

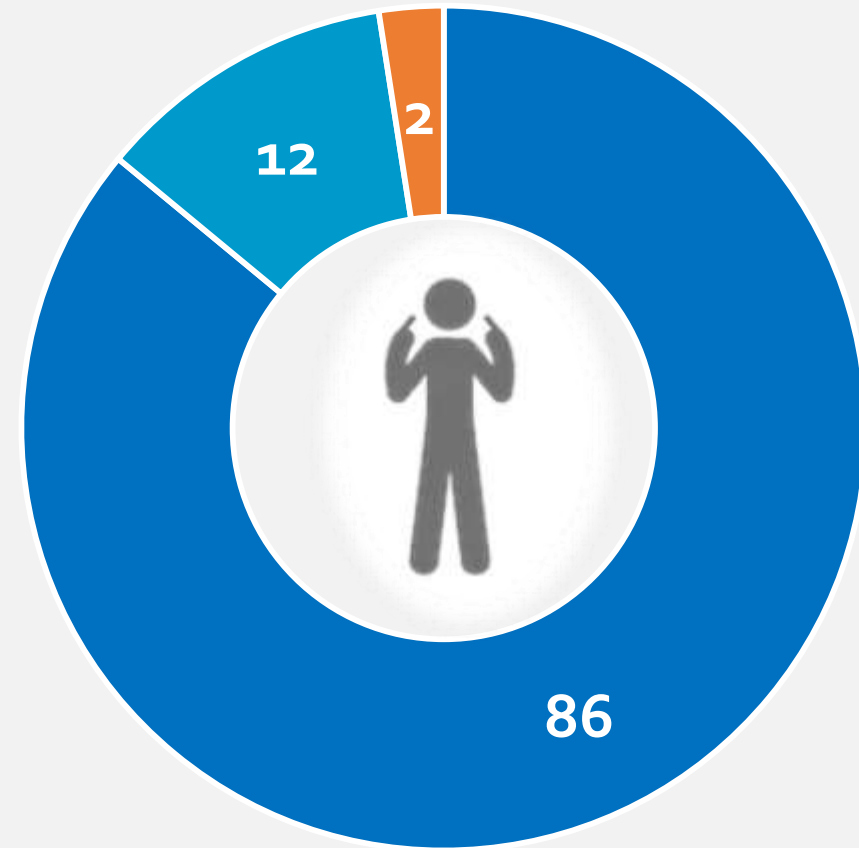
# Also, at the time Greeks felt very/quite proud for...

...our “frontline” professionals

%



...myself



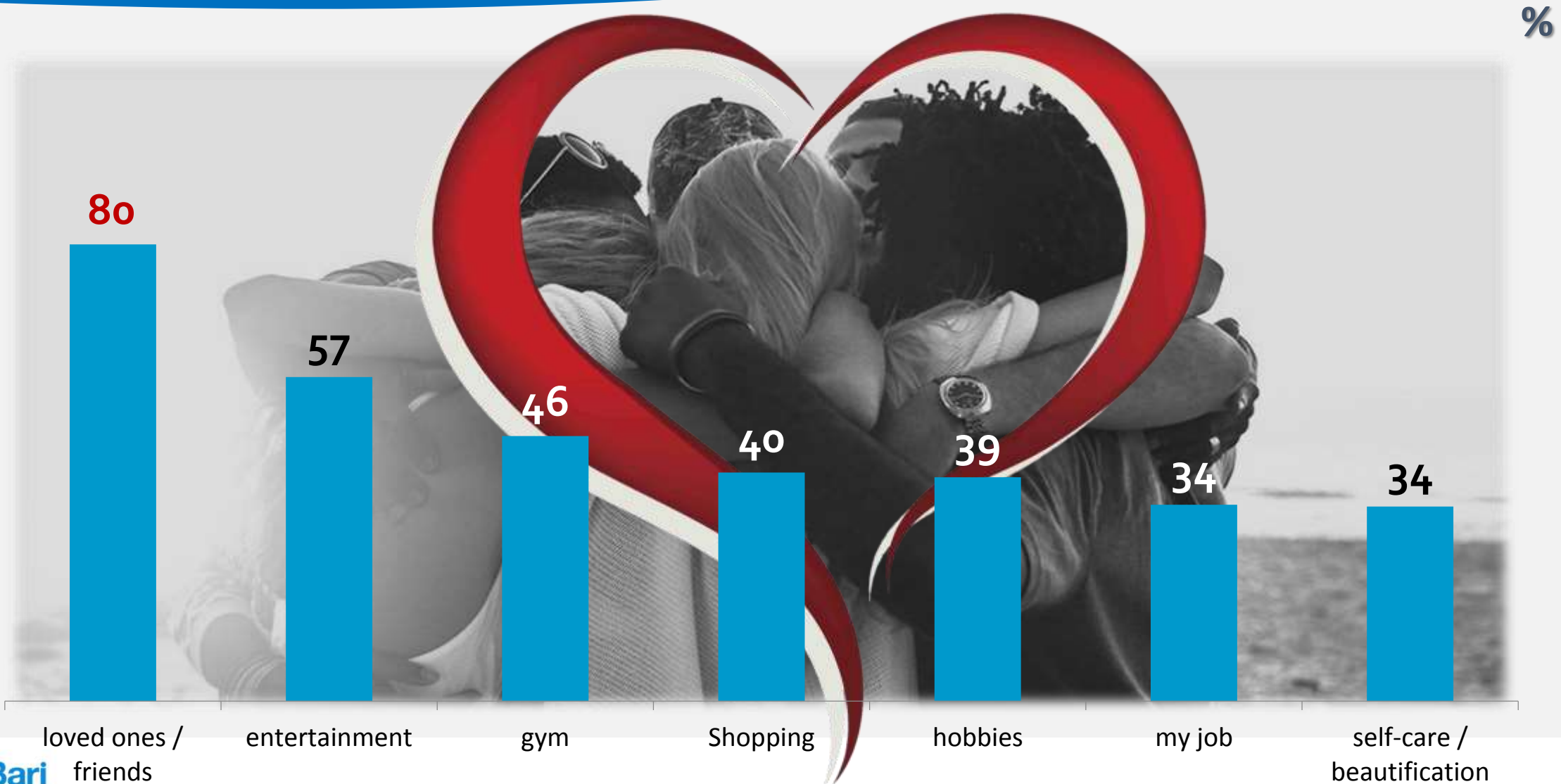
■ Very much/quite a lot

■ little

■ not at all

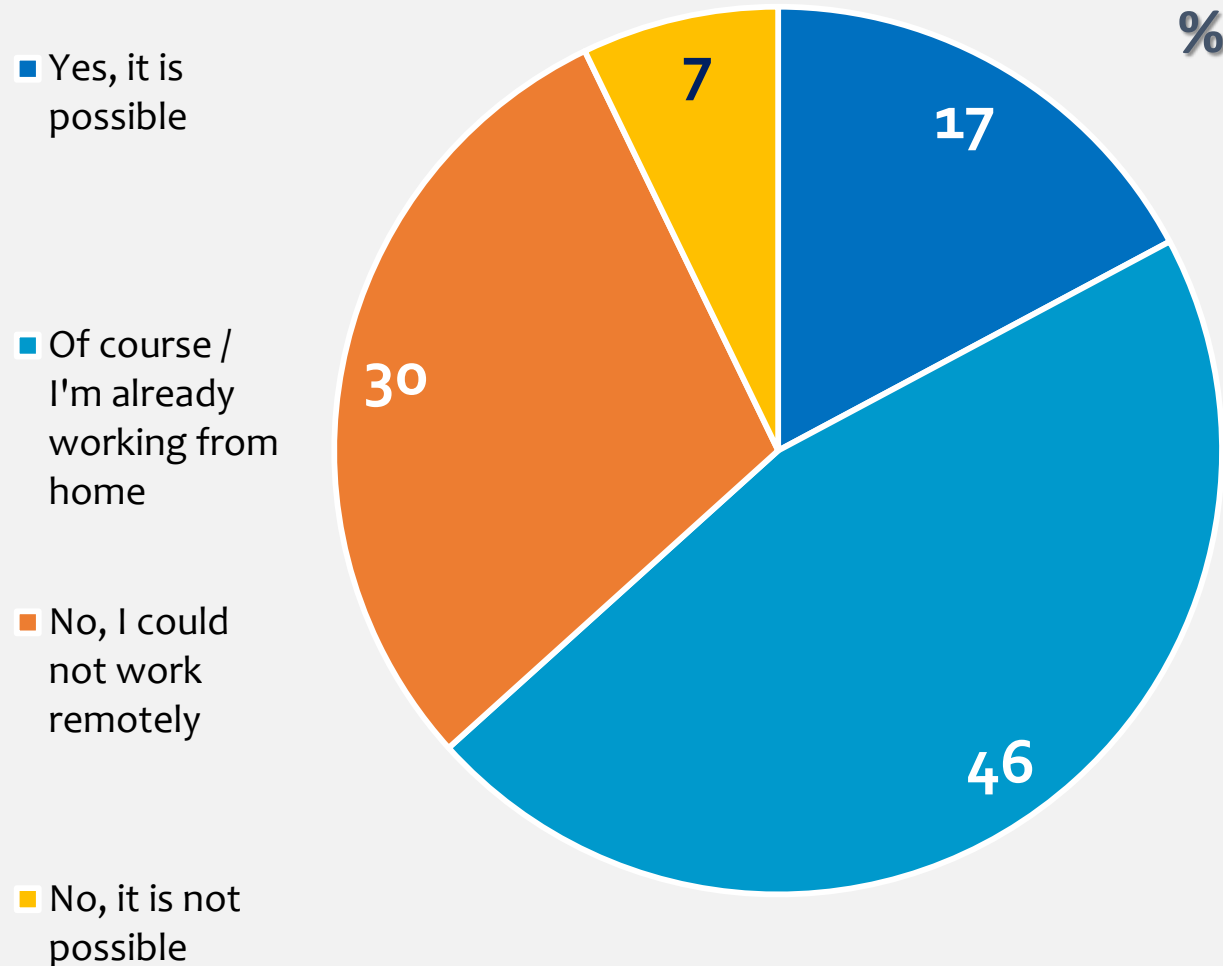


# During the first lockdown, Greeks missed mostly seeing and getting together with their loved ones





# Almost half of the working population worked from home!

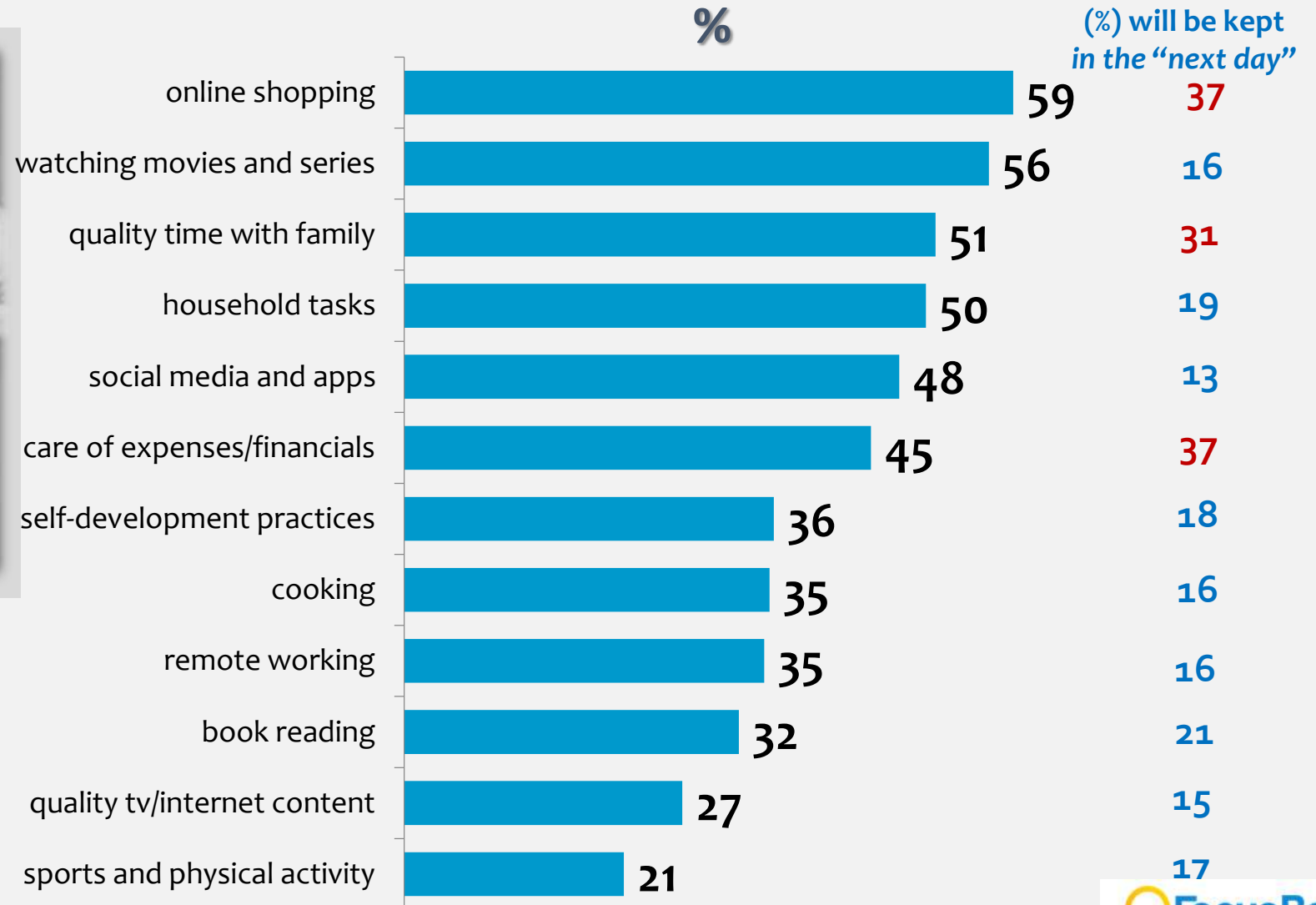


# All Greeks adopted at least one new habit during the first lockdown



At least one :

97%



# New habits expected to extend even after the first lockdown:

31% more time  
with family



37% more  
shopping online

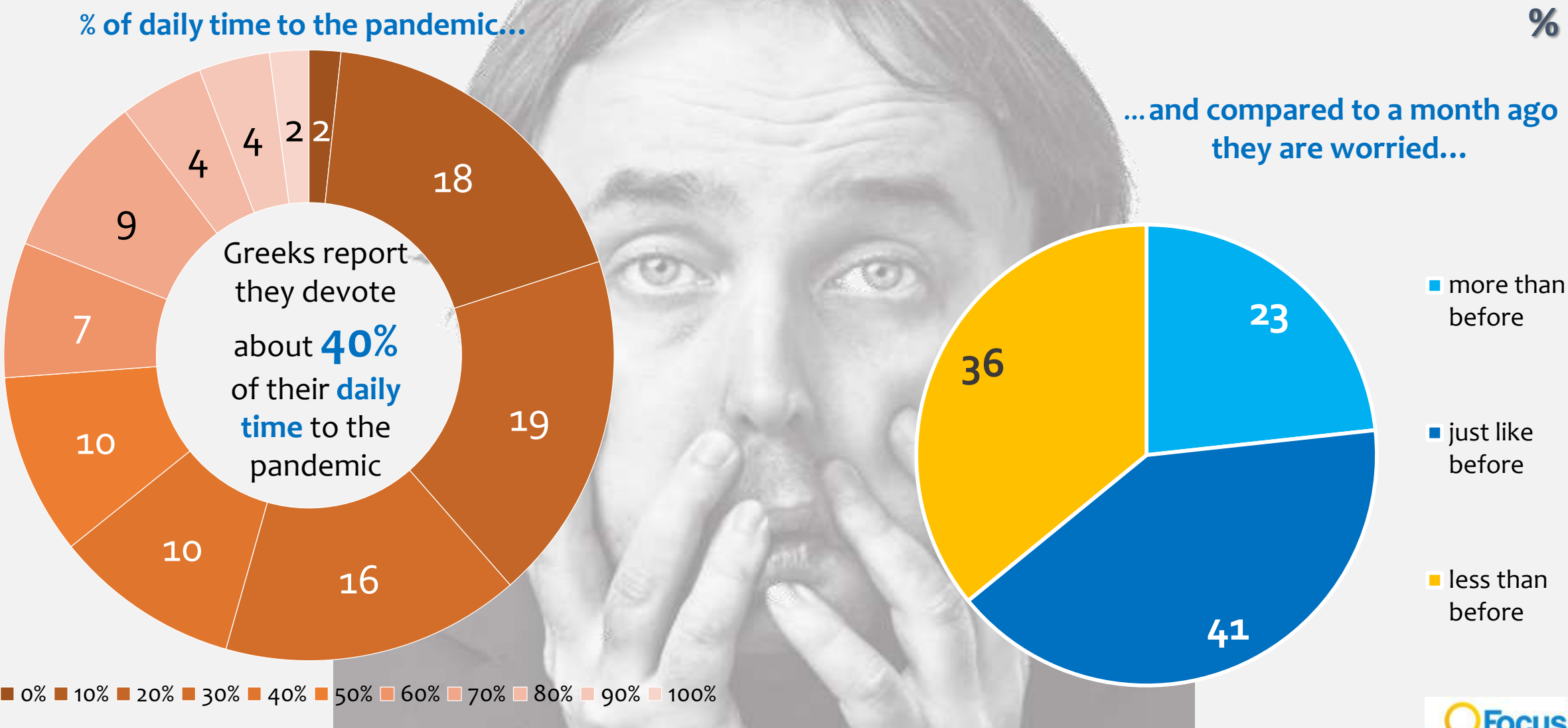


37% more  
attention on  
expenses

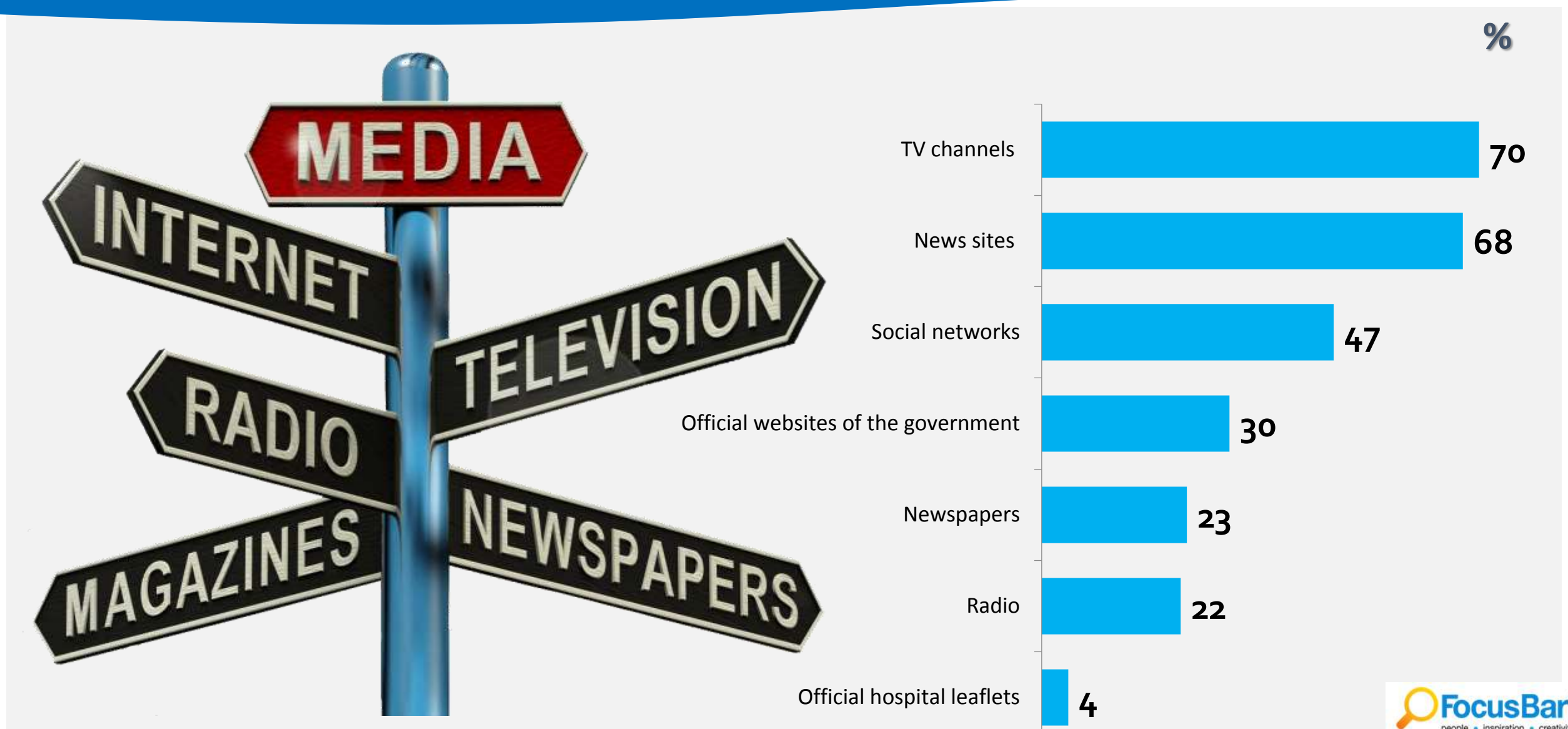




# By end April 2020, Greeks devoted a considerable time of the day to the pandemic news/situation/conditions

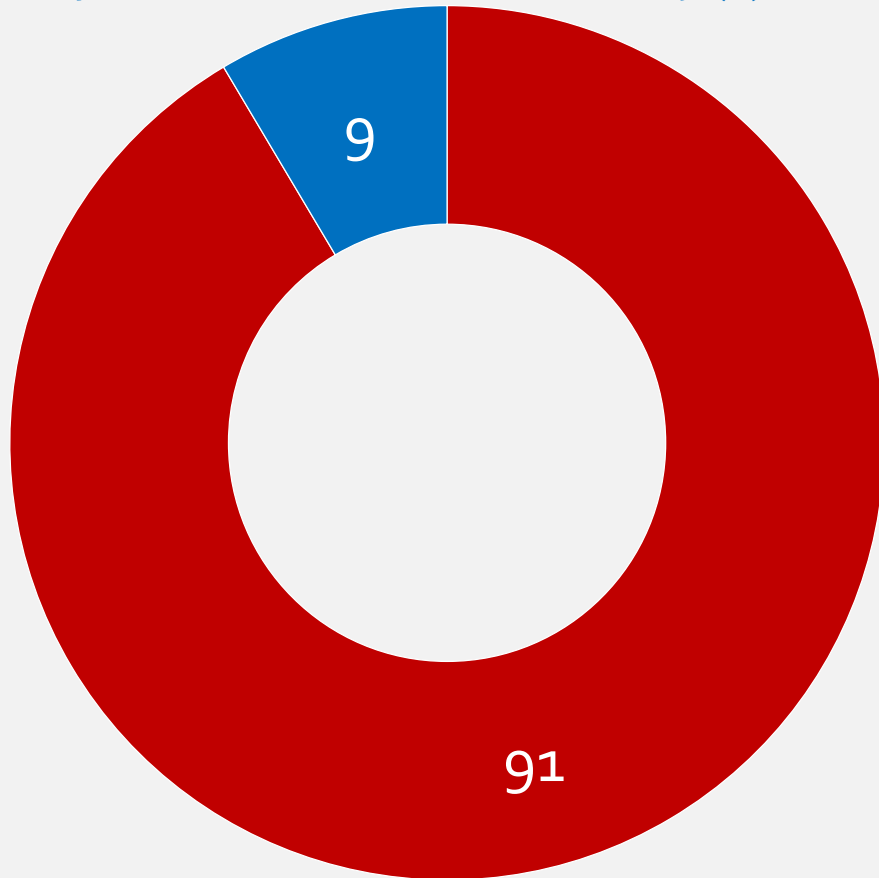


# Digital Media surpass TV as source of information regarding Covid-19



# At the time, the main concern of Greeks was primarily financial...

*I worry about the consequences of the COVID-19 pandemic in the Greek Economy (%)*

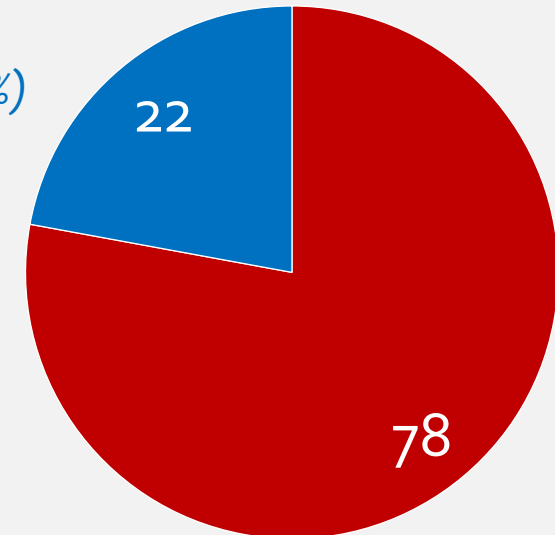


■ quite/ a lot

■ a little / not at all



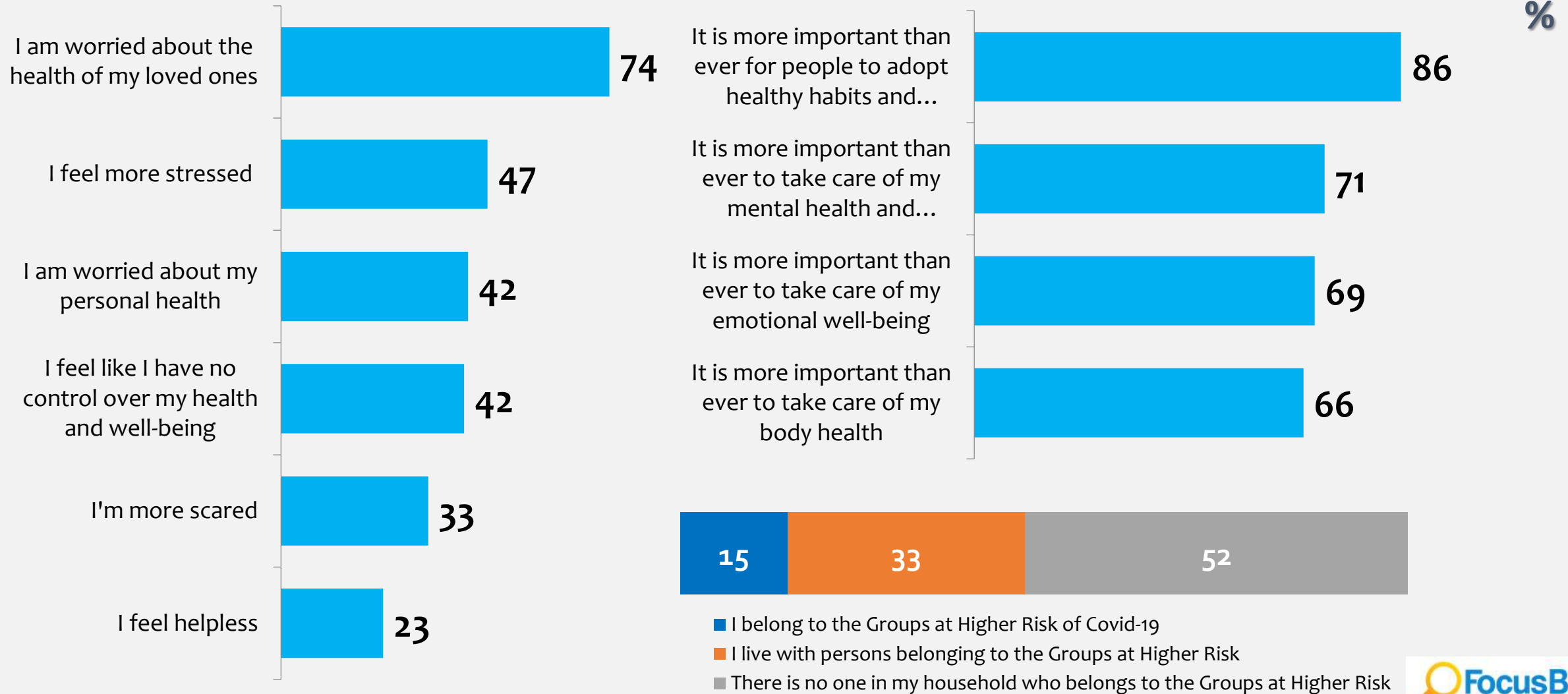
*I worry about my household financials (%)*



%

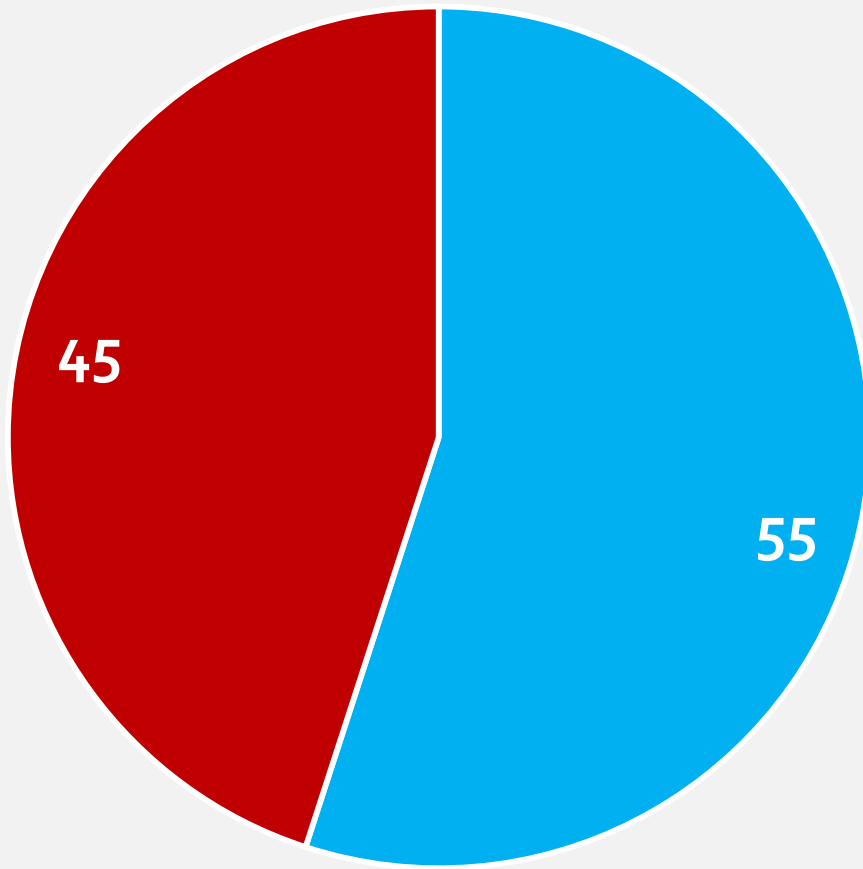


# ... with equally strong health concerns, good health not being taken for granted any more!



# Technology helps, yet it cannot substitute the human connection of the face-to-face live contact!

%



■ Strongly Agree / Agree ■ Strongly Disagree / Disagree

Social  
Distance



Five central  
“keyword groups”  
photograph the  
Greek Society  
at the end of the  
first lockdown



WORDS



“  
1

**Proud & uplifted  
Unity & social support  
Greekness & personal  
responsibility**

**#Είμαστε\_όλοι\_ένα**

“  
2

**Significant others**  
**Care & affection**  
**Home & cocooning**





“3

**Remote working  
Zoom & creativity  
e-commerce & web CX**





“  
4

**Health & protection**  
**Nature & physical exercise**  
**Self reflexivity**





“  
5

**Review of needs**  
**Back to basic values**  
**Security & trust**



# April 2020 : How is Customer Experience affected by the new, Covid-19, lockdown conditions?

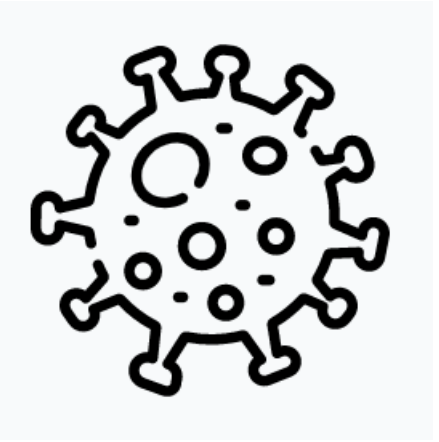




Since 2014, Focus Bari has developed a series of surveys and tools supporting organizations in enhancing CX, one of these being the annual survey on **“Customer Experience Stories”**: consumers describe at least one positive CX during the last six months in their own words



Conducted Annually during  
the International CX Week  
Focusonline panel  
Sample : 1400-1500 national  
Consumers verbatim  
quotations on exceptional  
CX with a series of sectors

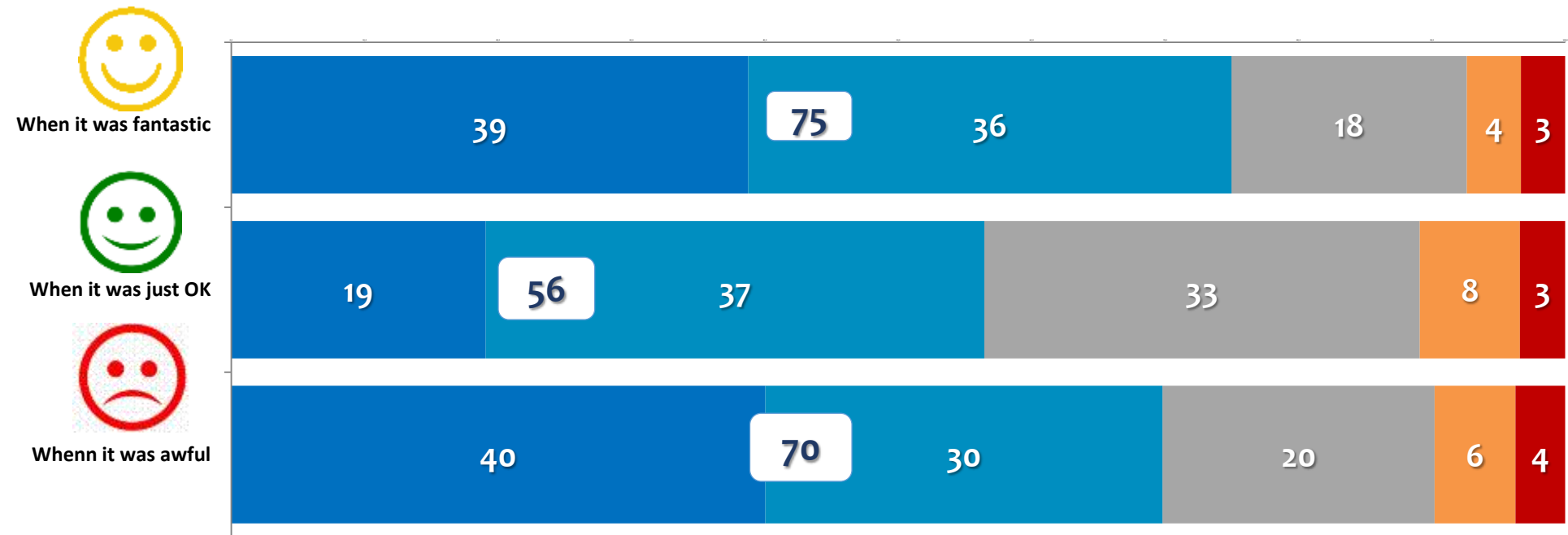


Focus Bari initiative  
Conducted in April 2020  
Focused on CX during the  
first lockdown period  
Presented in a special  
digital event in May 2020  
by Anna Karadimitriou &  
Xenia Kourtoglou

Based on consumers narratives, we have arrived at specific types of a “WOW CX”, an experience worth to share with others! After all, the majority of consumers share an outstanding experience with their peers to a great extent even more than an awful one!

“How often do you share an experience with your peers, when it was...”

%





# The basic types of a WOW CX are described as:



## The “Extra Mile”

*The organization goes “out of its way” to ensure that the customer is fully covered*



## The “Over and Above”

*The organization offers the customer something not expected/a pleasant surprise*



## The “non-qualifying customer”

*For example, a customer receives the benefits of a special offer few days after its expiration*



## The “recovery”

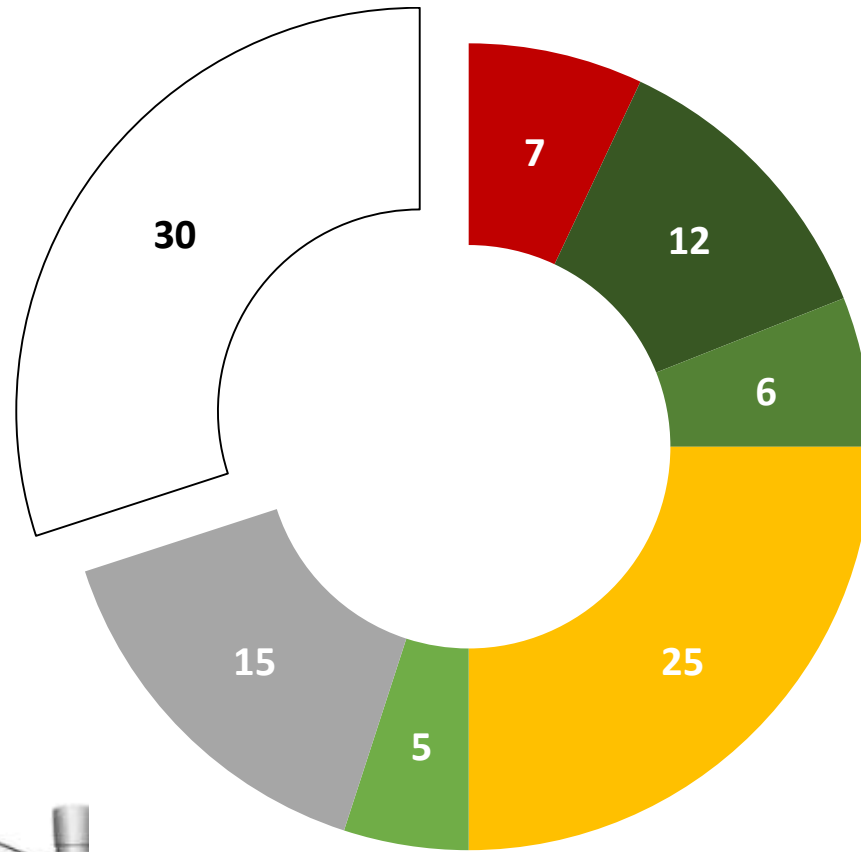
*The organization makes up for a mistake in such a way so as to switch it into a positive CX*



## The “speed”

*The organization responds to requests and/or delivers products/services at a very quick time*

Before the “covid-19 era”, a “wow CX” as defined in the types categorized based on consumers CX stories, had the following proportions each:



- THE EXTRA MILE
- THE OVER AND ABOVE
- THE NON-QUALIFYING CUSTOMER
- THE RECOVERY
- THE SPEED
- THE MERE SATISFACTION
- Did not have a positive CX at all

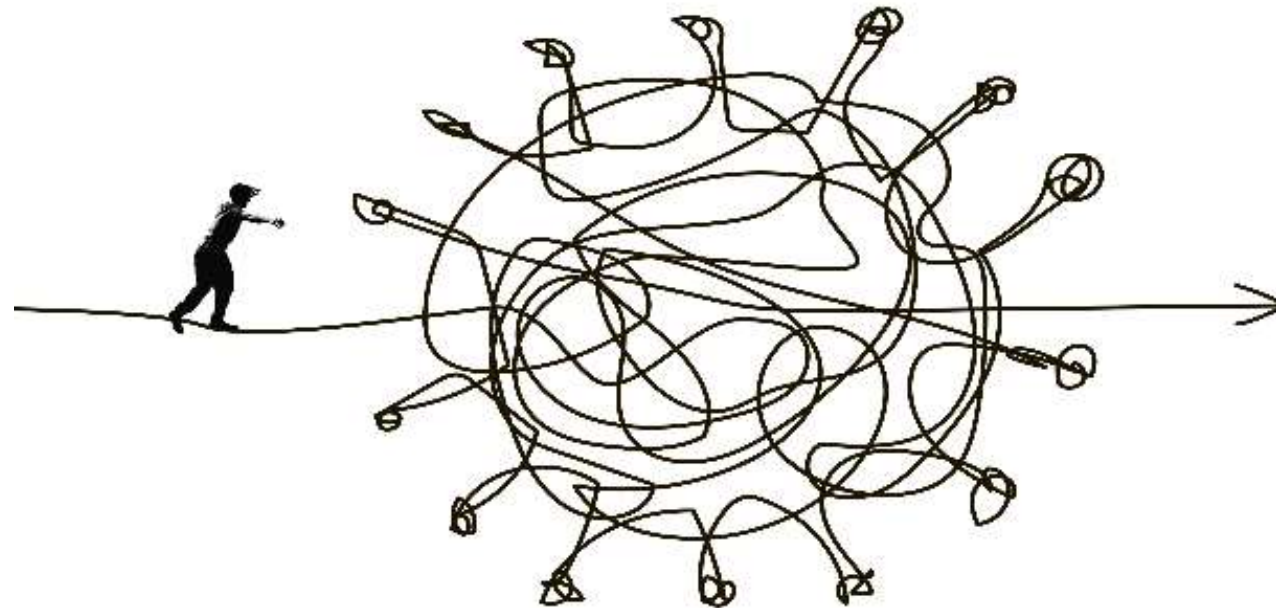
# How is the Coronavirus CX defined?



## The “coronavirus CX ”

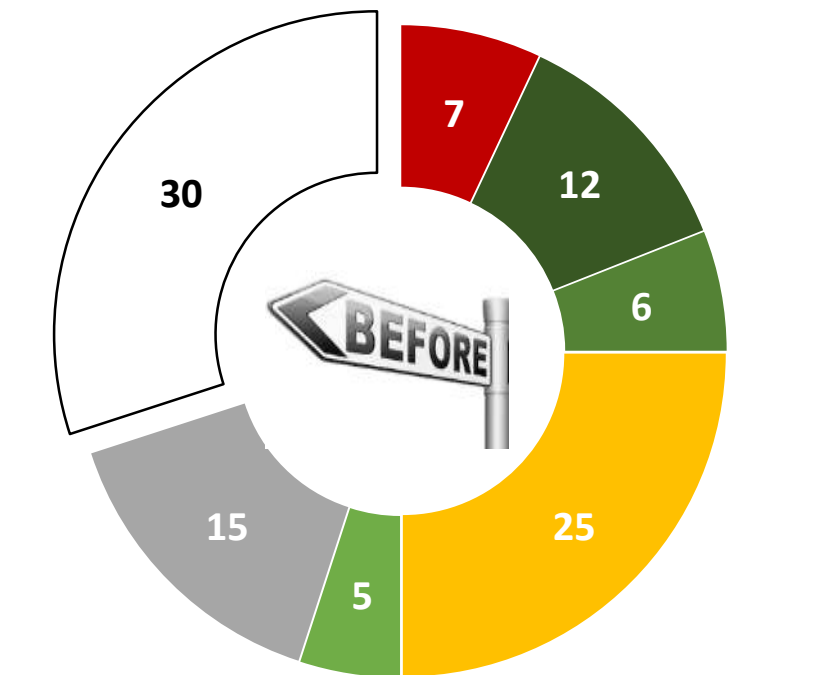
*Careful & immediate approaches, strategies and practices adopted by organizations in view of the new, special conditions*

*Experiences recorded through the “eyes and hearts” of consumers , as they receive this “new customer service”*

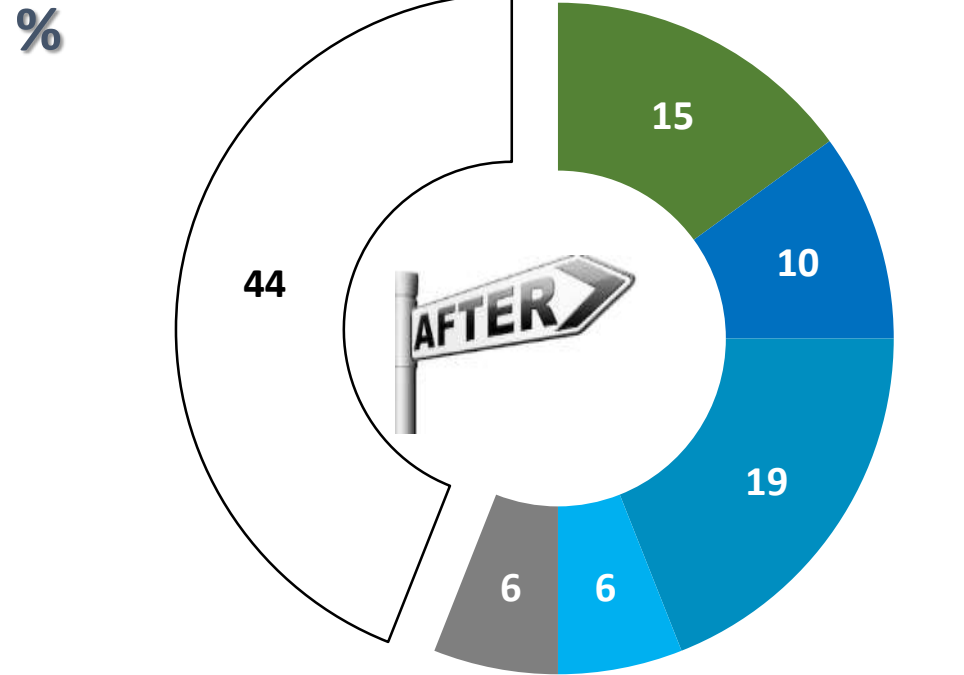


*Recording and grouping more than 500 personal CX stories, covering a vast variety of sectors of services, our team arrived at a set of new “covid CX guidelines” to organizations*

# Comparing the “before” and “after” WOW CX stories, a new set of positive customer experiences are noted, focusing on the health/human aspect



- The extra mile
- The over & above
- The non qualifying customer
- The speed
- The recovery
- The mere satisfaction
- No positive CX at all

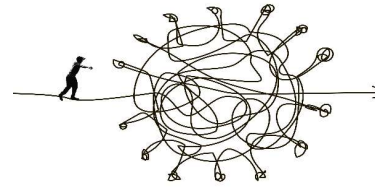


- The "classic WOW"
- Kindness/care/human behavior
- Immediate support/remote service
- Social sensitivity
- The mere satisfaction
- No positive CX at all



# Arriving at many useful tips & guidelines for even better CX during the covid/lockdown periods

## The “coronavirus CX ”



1. Give priority on health issues / measures
2. Understand the need of the moment / review priorities
3. Make it even more easy & friendly for customers
4. Ensure clear and prompt communication for all
5. Become even more creative / out of the box in CX
6. Focus three times more on emotions / develop empathy
7. Support your employees with special activities, focusing on health, CSR impact and tangible contribution

# June-July 2020 : A common outlook from a multi-country survey

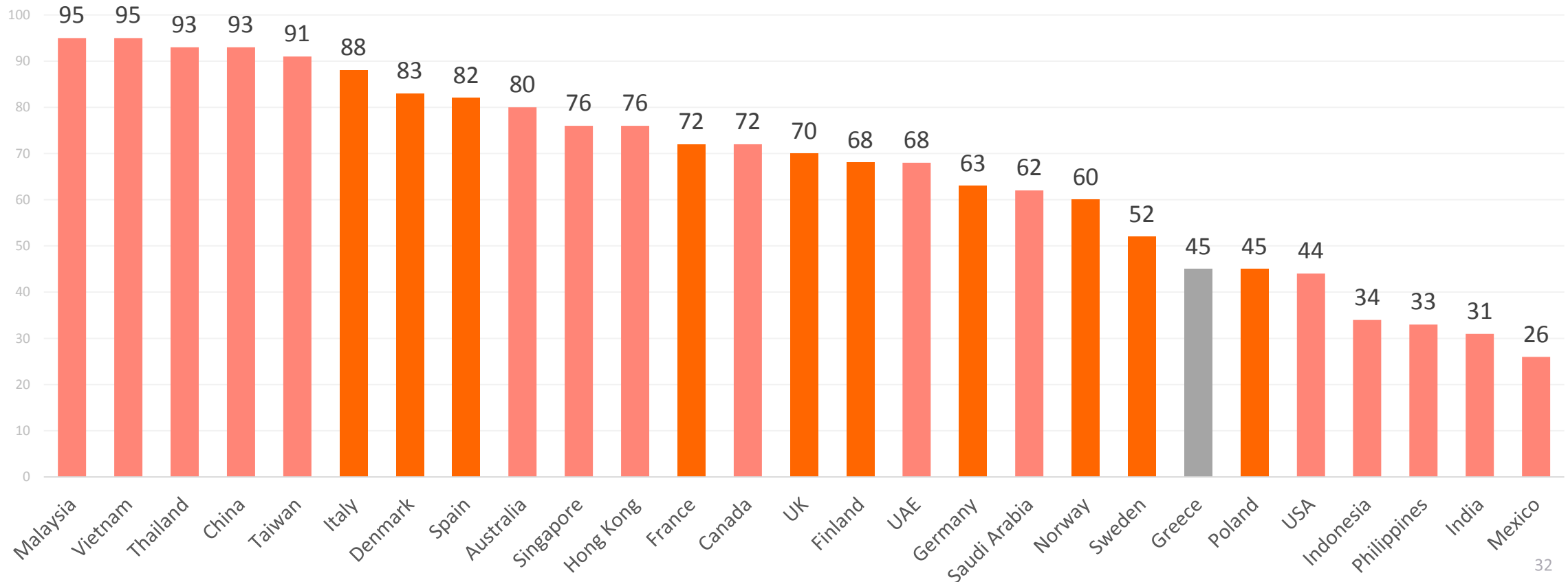


**What the world thinks  
starts with you**

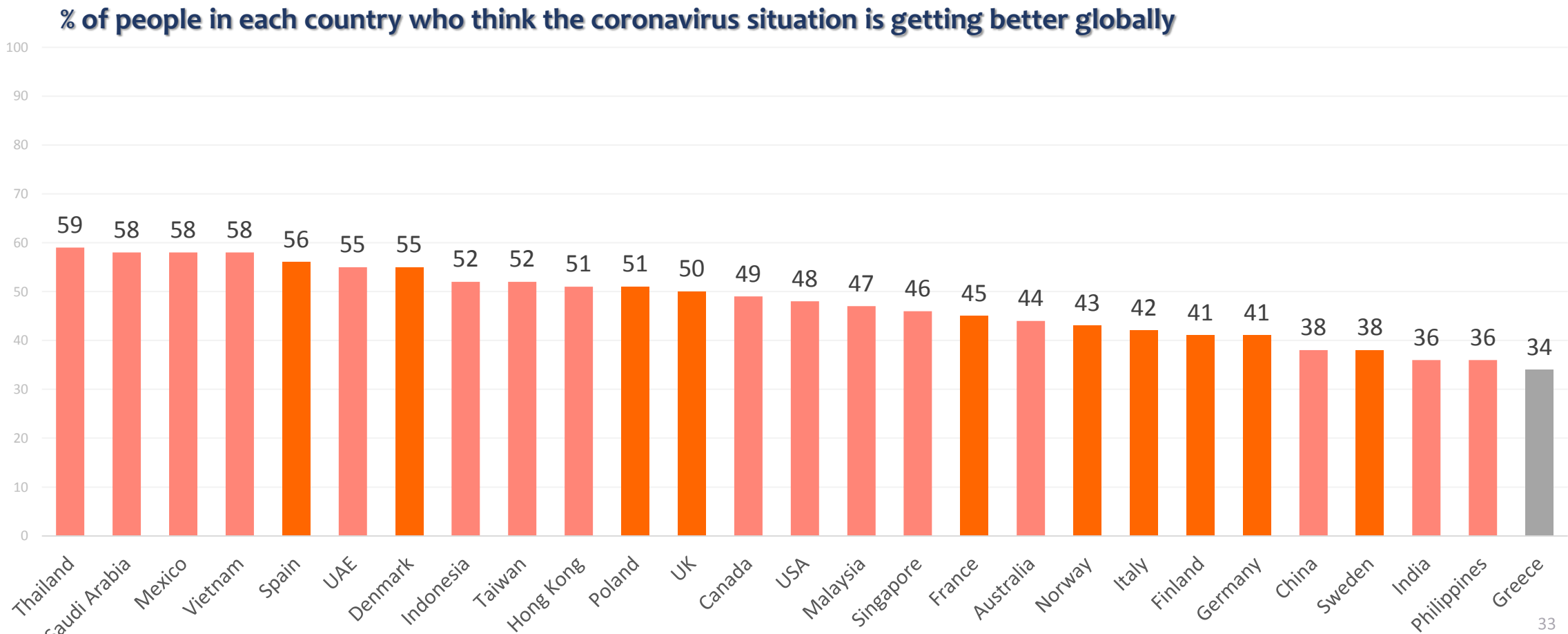


# In June 2020, compared to the rest of the world, Greece is found on the lower end, as regards perceptions of Covid-19 national improvement

% of people in Greece who think the coronavirus situation is getting better in their country



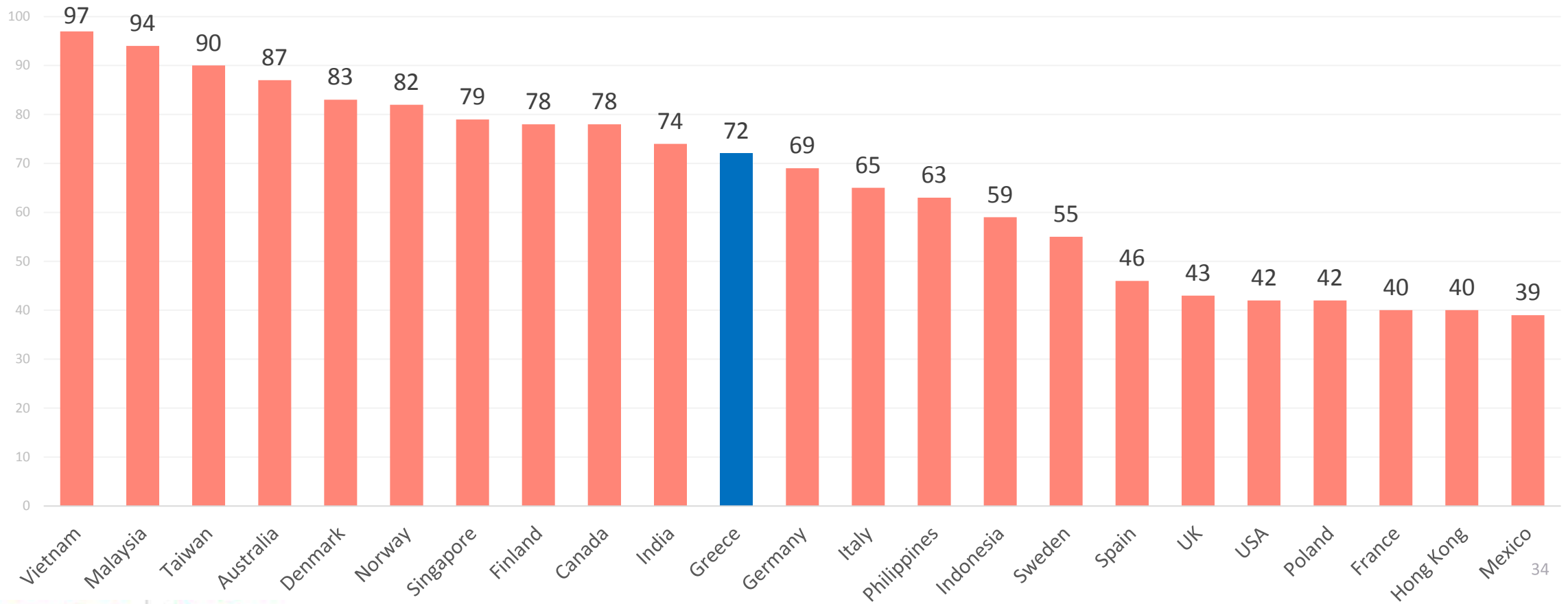
# At that time, irrespective of local perceptions & cultural differences, humans globally do not see that the Covid-19 crisis is getting better





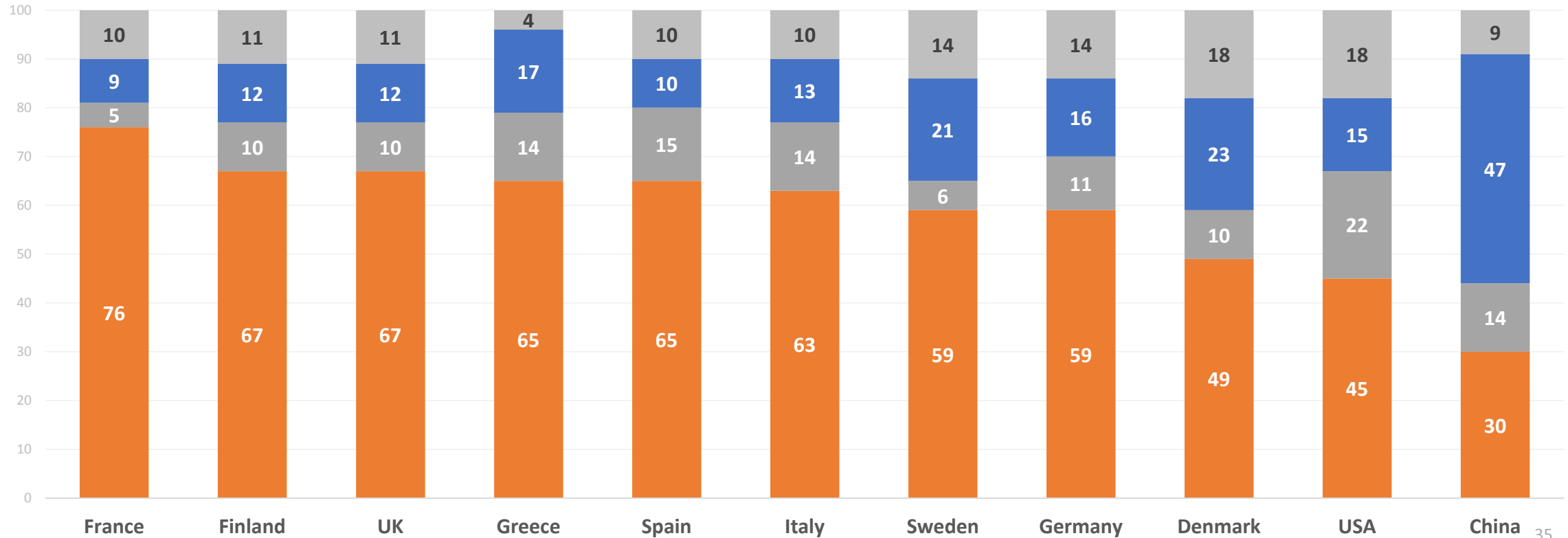
# Despite low perception of Covid-19 status improvement, Greeks continue to cast a vote of trust to the government for its handling (June 2020)

% of people in each country who think the government is handling the issue of the coronavirus “very” or “somewhat” well



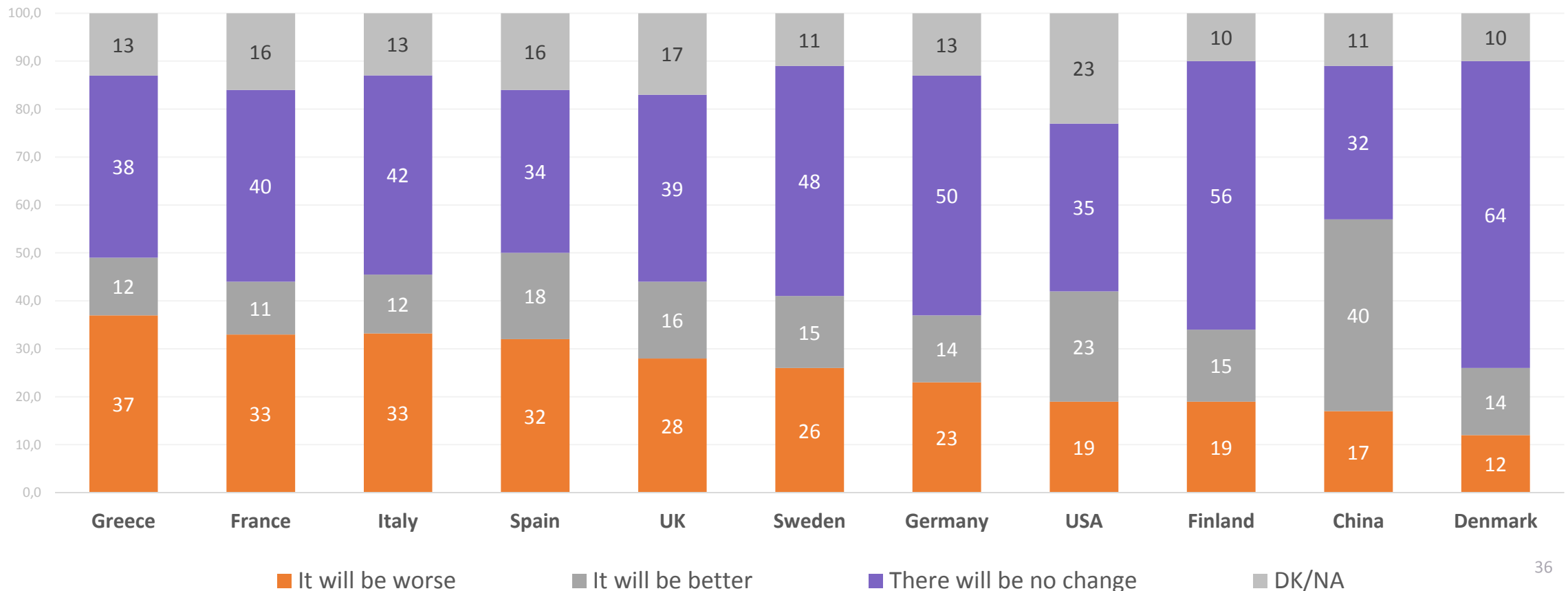
# With the (natural) exception of China, in June 2020 most people expected the economic situation in their country to worsen

% of people in each country who think that the economic situation in 12 months from now will be in “recession”, in “growth” or “stable”



# However, when it came to their personal economic situation, the expectations were more optimistic

% of people in each country and how they expect their economic situation to be changed in the next 12 months

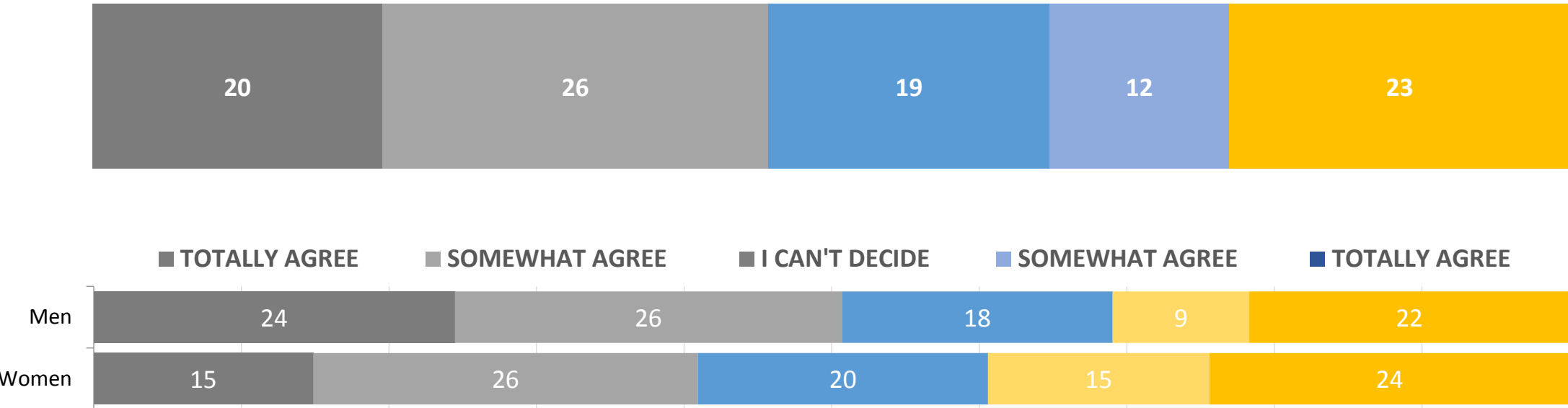


# At the time, Greeks seemed “polarized” regarding the prominent dilemma: “health vs. economy” as Tourism is an important sector

% of people in Greece that agree with each option

*“I prefer to have a normal tourism season in Greece in order to support economy despite the risk”*

*I prefer that the government takes more strict health precautions even if this is harmful for the economy*





After the first months following the first lockdown wave across the world, five key learnings emerge:

An illustration featuring a blue background with stylized white and light blue clouds. A white horizontal banner is held by a yellow fist emerging from a dark grey sleeve. The word 'WORDS' is written in large, white, bold, sans-serif capital letters on the right side of the banner.

WORDS

A world map with a blue ocean and light-colored landmasses, serving as the background for the slide. A large white triangle points from the left towards the center of the map.

“  
1

**Irrespective of local  
culture or phase, all  
countries' people  
are worried**

“  
2

**A new life attitude, less  
planning, more experience  
focus on the “NOW”**





“3

**Values re-estimated**  
**Priorities re-defined**  
**Experience vs. purchases**  
**Being vs. showing**



“  
4

**All countries people  
expect a recession in  
the next 12 months**



“  
5

**At the time, Greeks  
expressed a higher worry  
regarding their financial  
future than health**



**Fall 2020 : the second wave emerging, with a new lockdown, schools operating remotely, retail stores closing down, and more...  
How have these conditions affected the Greeks?**



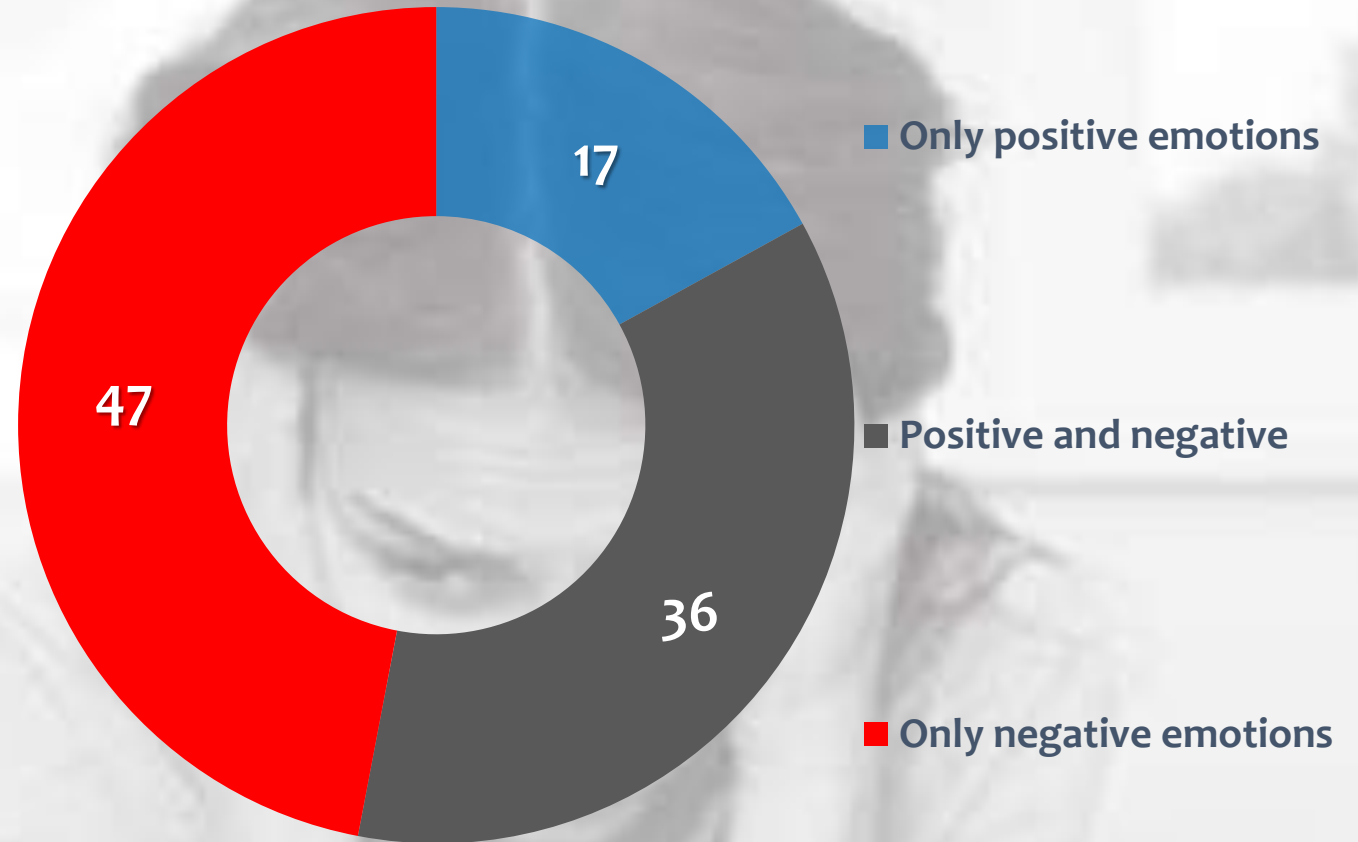


# How do Greeks feel right at the beginning of the second Lockdown?

(Oct - Nov 2020)



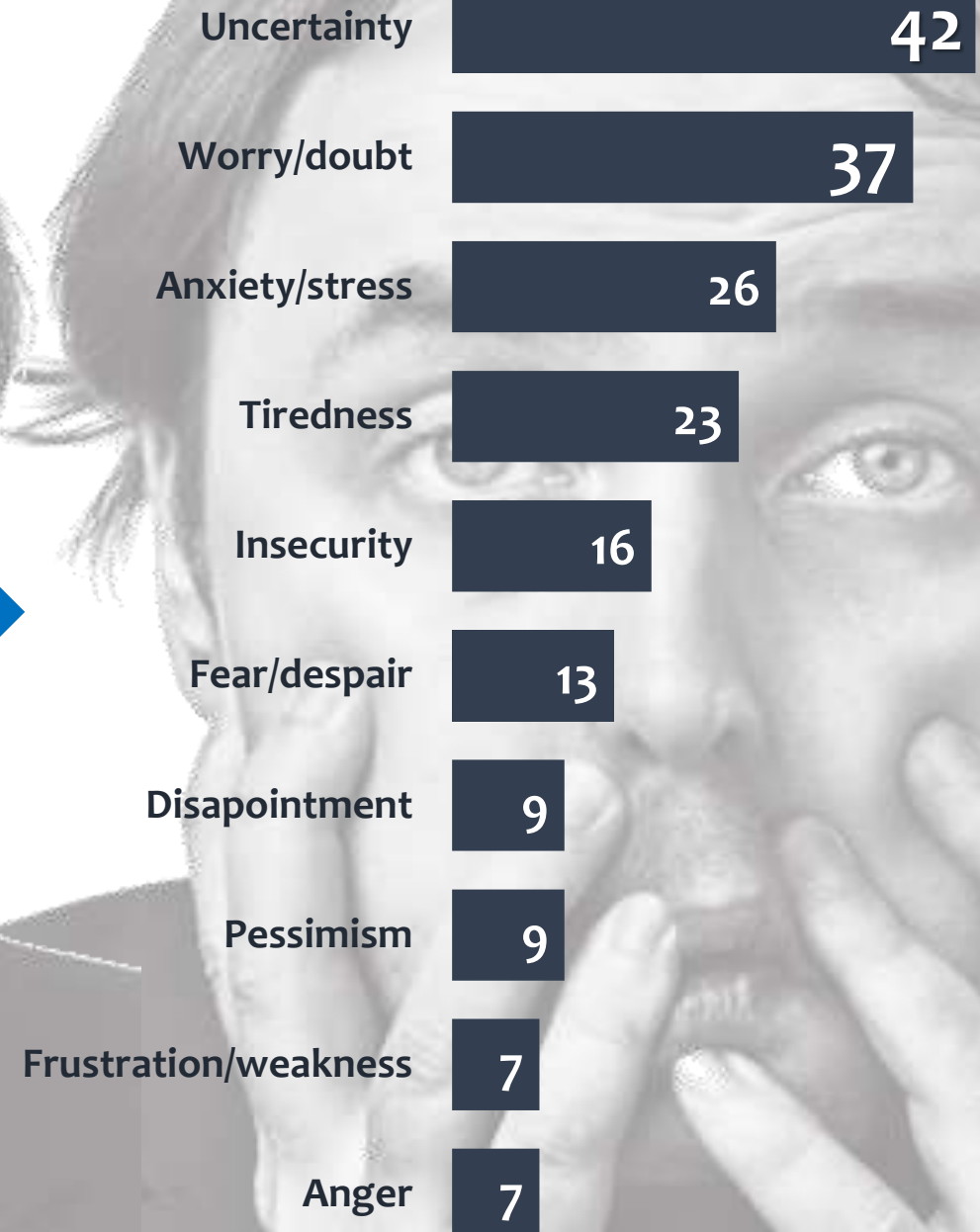
%



Out of a list of 40 emotions – 20 positive and 20 negative presented randomly—respondents chose the 3 they experience most these days

# Which negative emotions are experienced currently by Greeks?

83% expressed  
at least one  
negative emotion



# Which positive emotions are experienced currently by Greeks?

53% expressed  
at least one  
positive emotion

Optimism/anticipation

18%

Hope/faith

17%

Power/certainty

14%

Energy/creativity

12%

Joy/enthusiasm

8%

Understanding/compassion

13%

Calm/relaxed

9%

Gratitude

7%



# Slightly over **one in two Greeks** perceive the pandemic as a real, existing **danger for human health**

**56%**

A real, serious danger



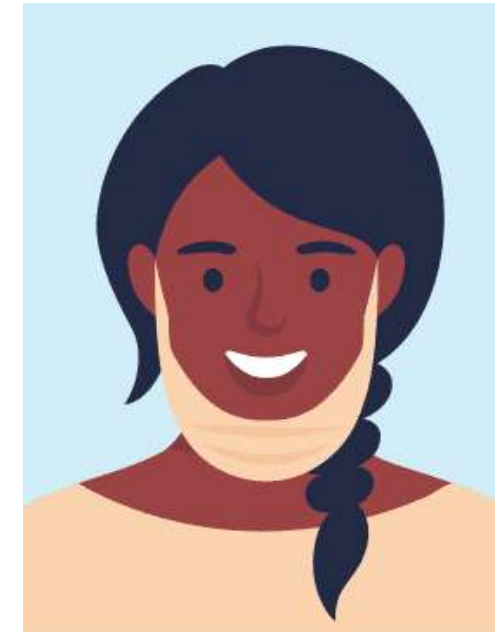
**23%**

Maybe yes, maybe no, I am not sure



**21%**

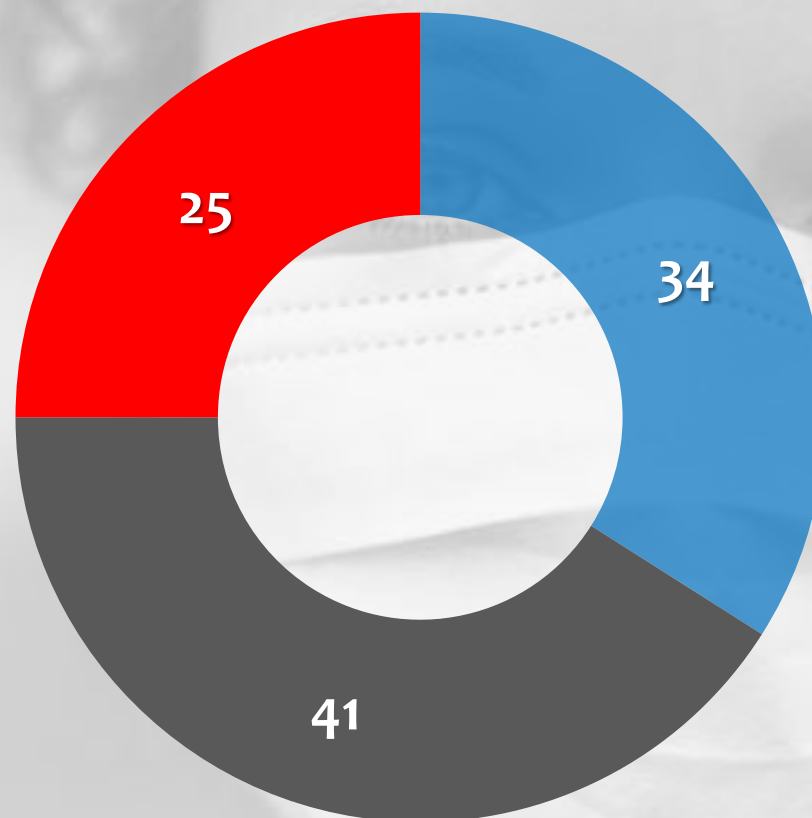
A “constructed story” serving financial benefits



# How strictly do Greeks keep to the protection measures?



%



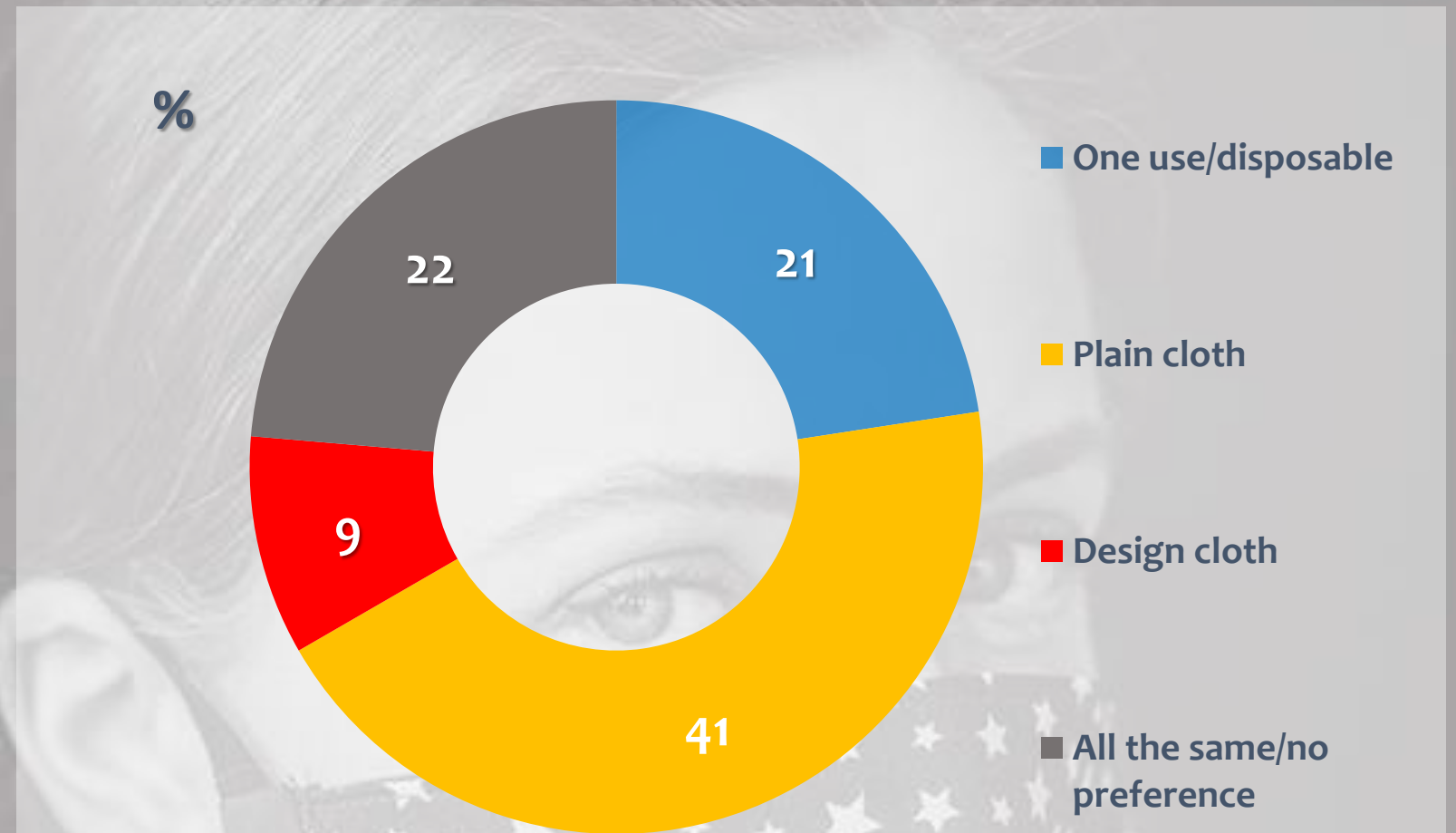
■ They protect me and keep them strictly

■ The rather protect me I don't always succeed in keeping them

■ I don't believe they protect me I keep them to avoid fines

Measures are kept particularly strictly by those who believe that Covid-19 is a real, serious danger for human health (47%)

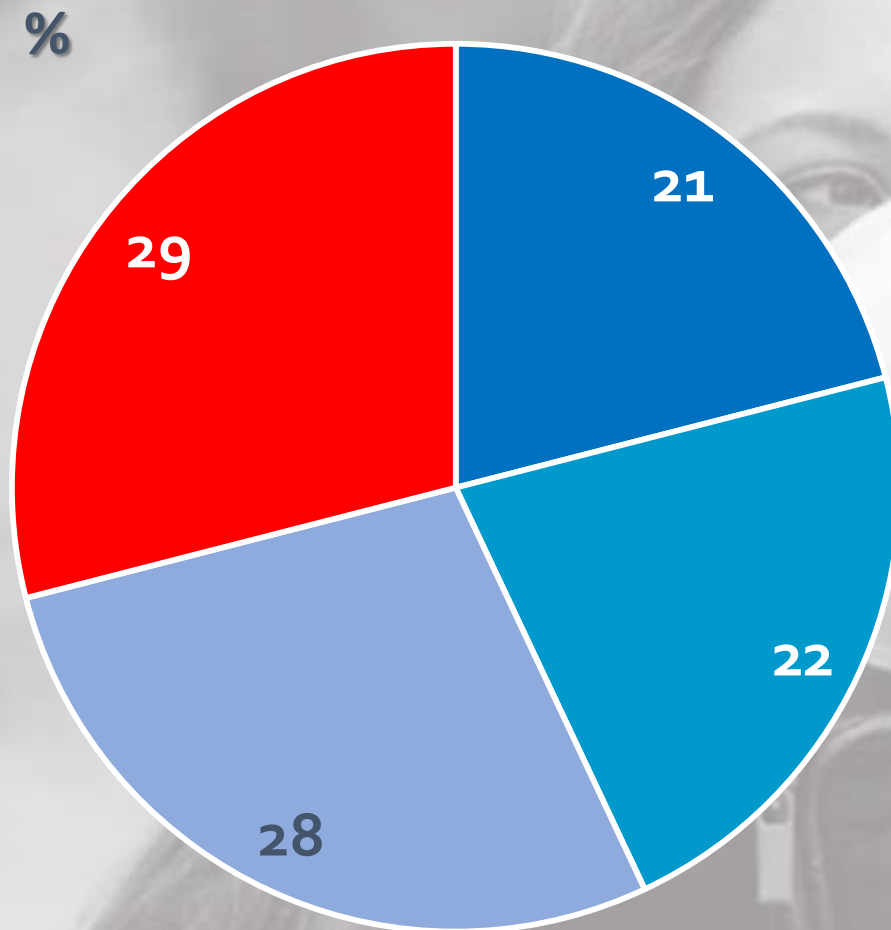
# Which type of mask is preferred by Greeks?



Those who believe that COVID-19 is a real, serious danger for human health use disposable masks more than those who believe the opposite (38%)

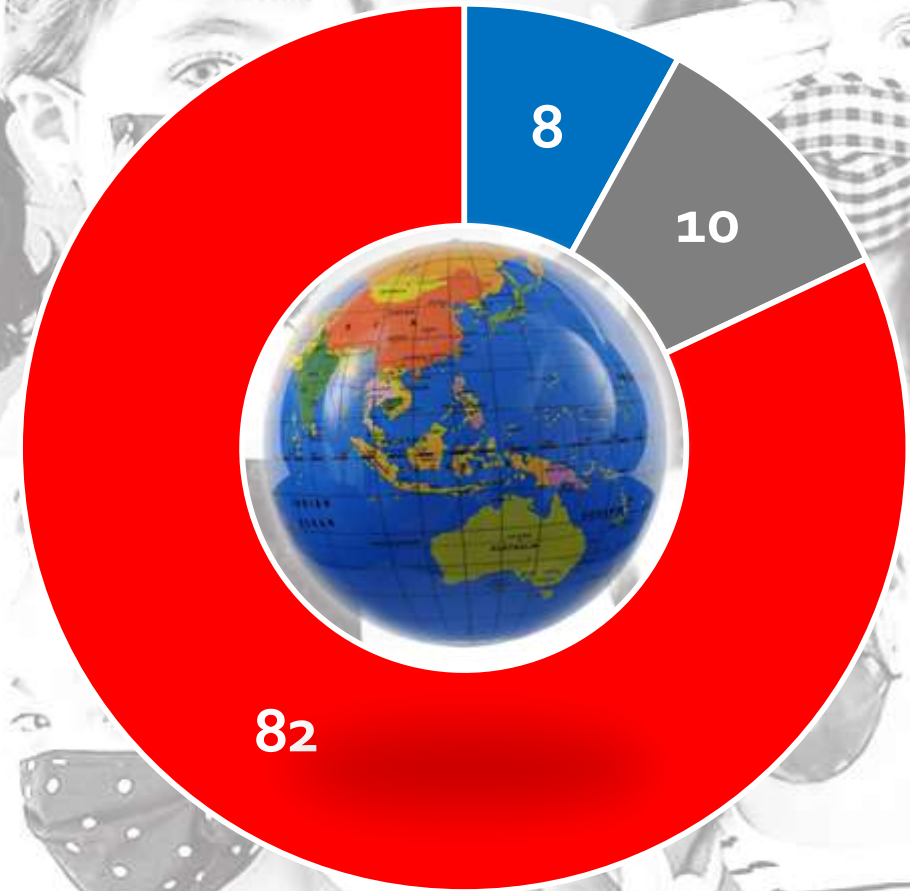
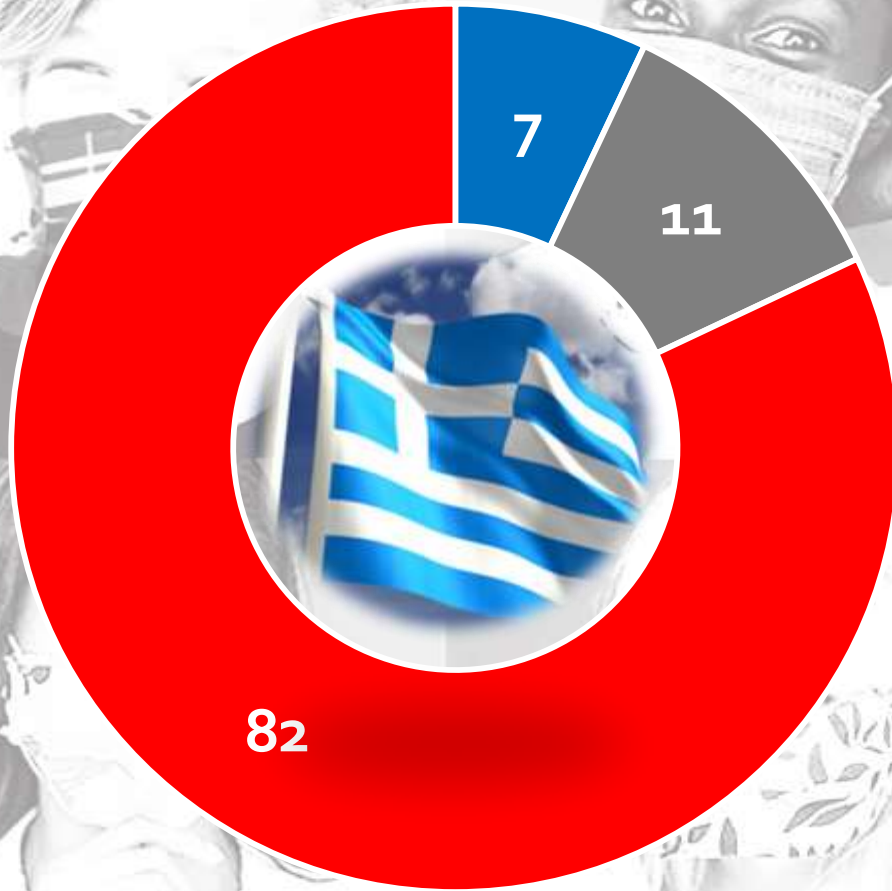
# Until when do you believe the pandemic will last?

- Till Spring 2021
- Till Summer 2021
- Till end 2021
- Will extend in 2022





# The vast majority of Greeks believe that the situation is getting worse both at a national and at a global level



■ Getting better

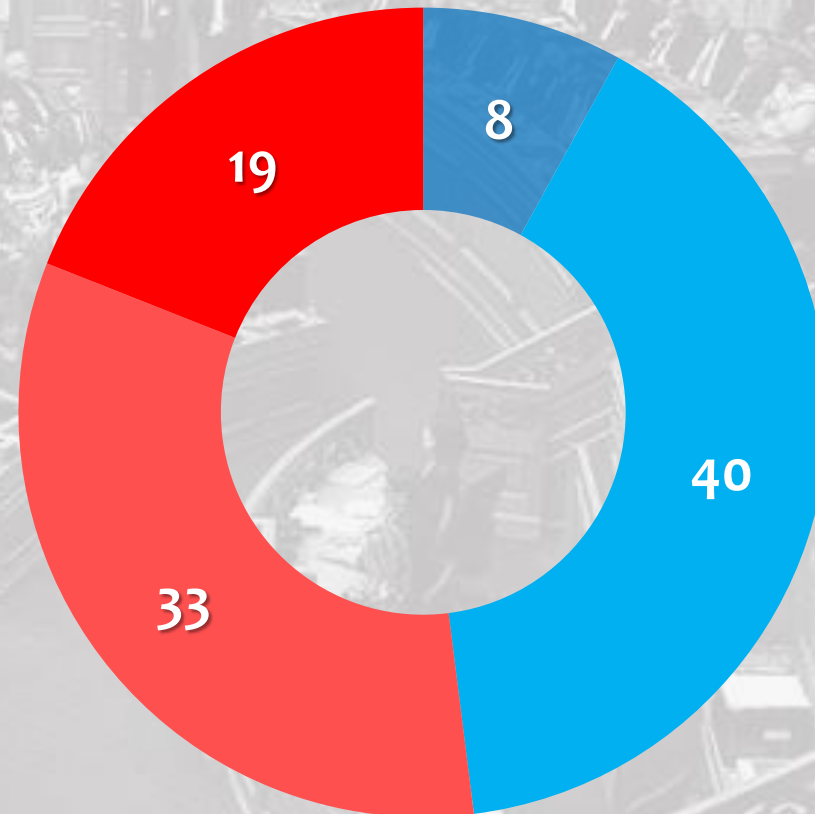
■ The same

■ Getting worse

Almost one in two Greeks feel that the Government is handling the pandemic situation very/quite well



%



■ Very well

■ Quite well

■ Not so well

■ Not at all well

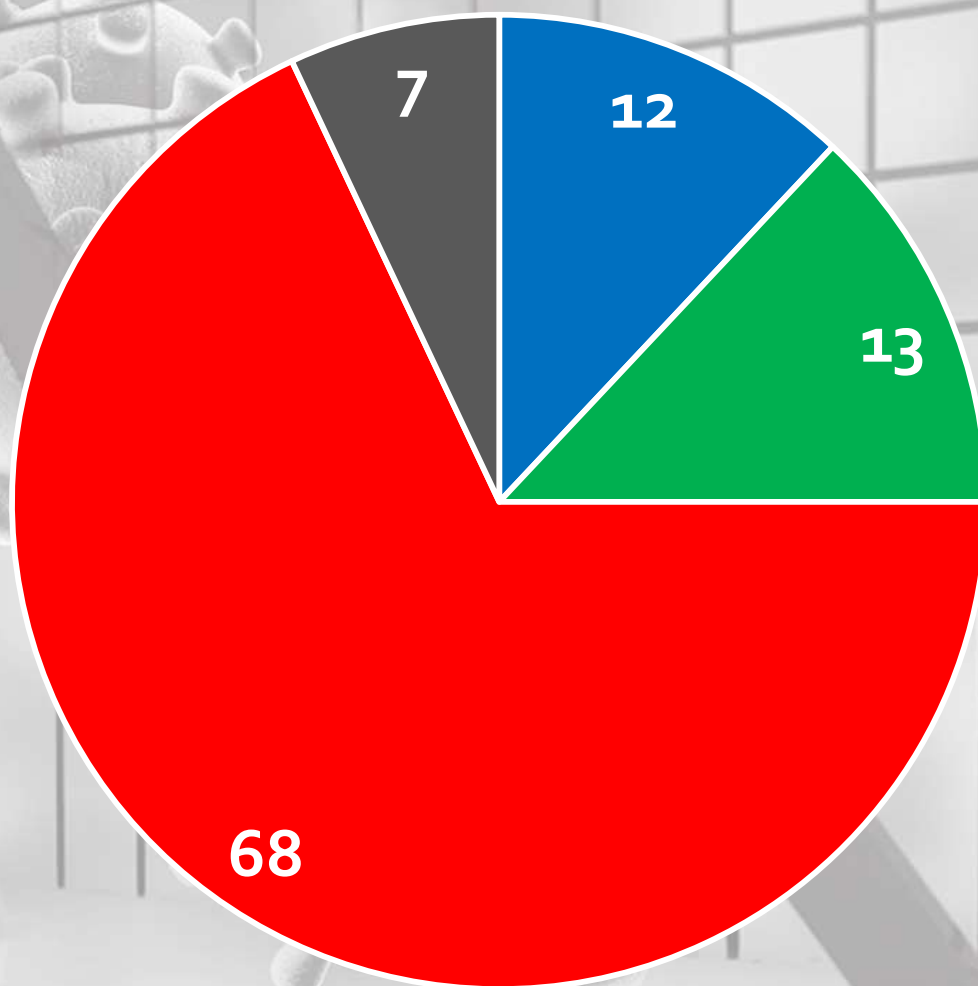
Those who believe that Covid is a real threat, have a more positive opinion regarding handling of the pandemic by the Government (58%)

■ In growth

■ The same

■ In crisis

■ Don't know

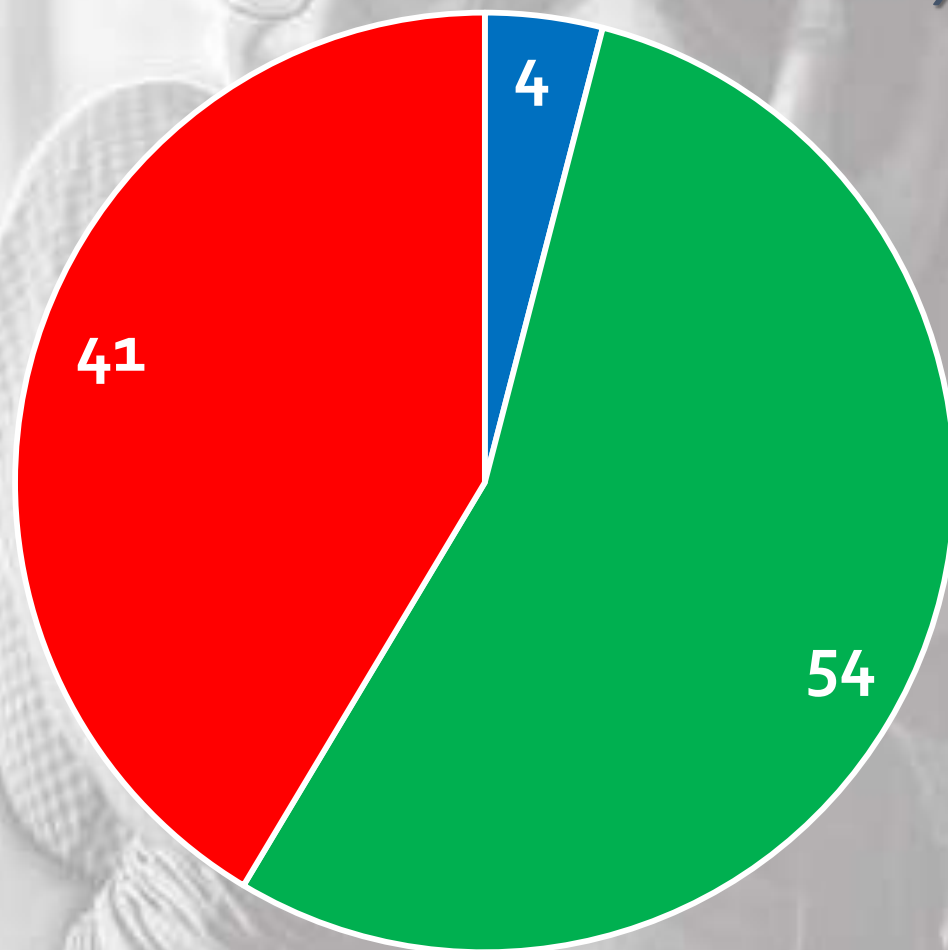


%

Two out of three  
Greeks believe  
that in 12 months  
from now the  
Greek economy  
will be in crisis



...and our lives  
will never be  
the same



■ Life will be  
exactly the same

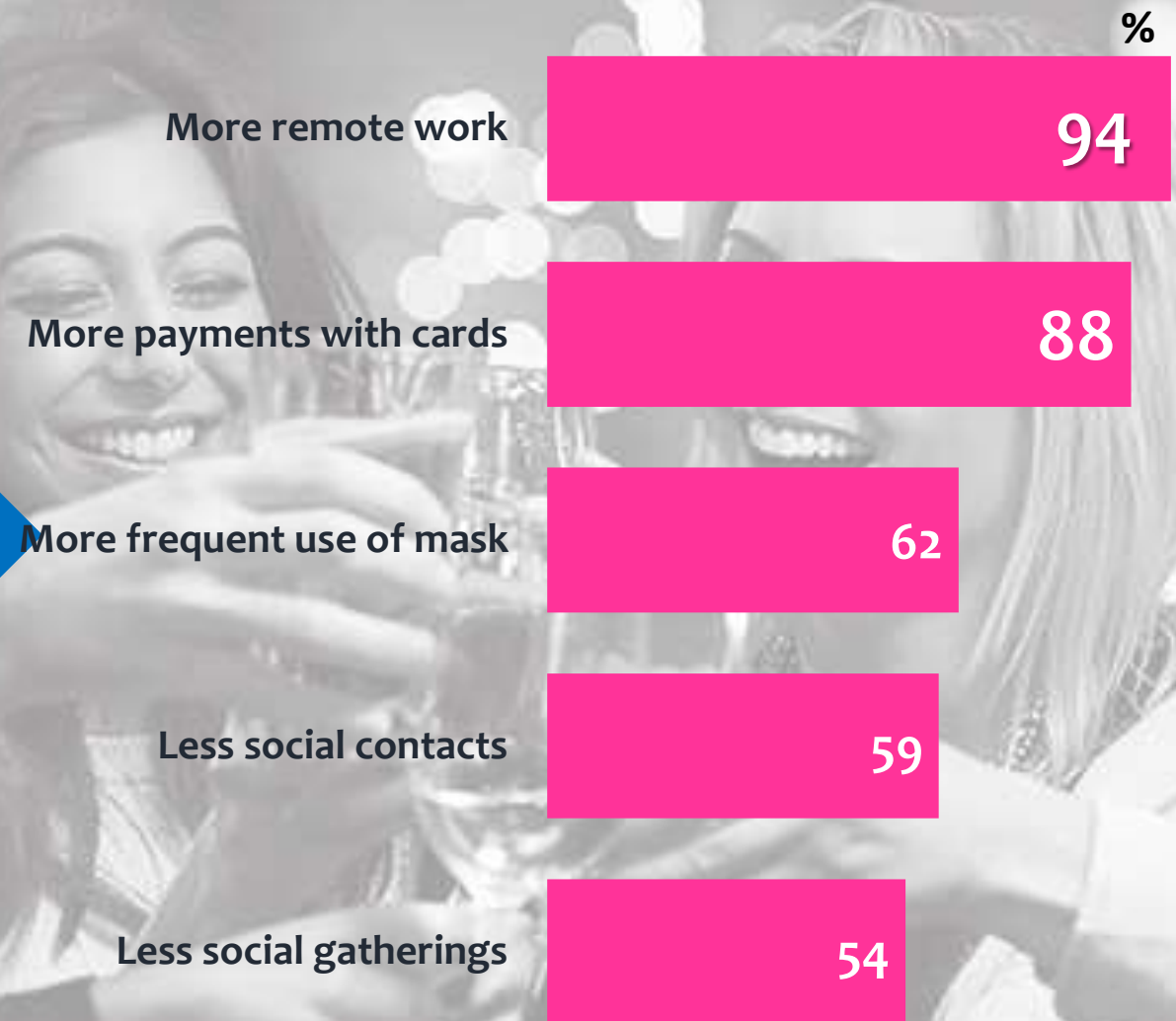
■ Our lives will be  
back with a lot of  
changes

■ Our lives will  
never be the  
same again



# Which changes will prevail after the pandemic?

Life will never be the same!



With fall 2020  
bringing a second  
pandemic wave,  
five key learnings  
emerge:



WORDS

“  
1

**The national  
psychology is low with  
feelings of worry,  
uncertainty,  
anxiety & stress**



“  
2

**Greeks start becoming divided into those who believe the pandemic as a serious health danger and those who don't**





“3

**Protection measures  
and respect to lockdown  
restrictions are kept  
accordingly**



“

4

**The pandemic effects  
are expected to extend  
as far as 2022**



“  
5

**Despite the expected financial crisis, Greeks feel the Government is handling the situation well**



**Covid Christmas 2020 : how have Greeks been facing and planning this Christmas? How did they shop? How did they plan to celebrate?**

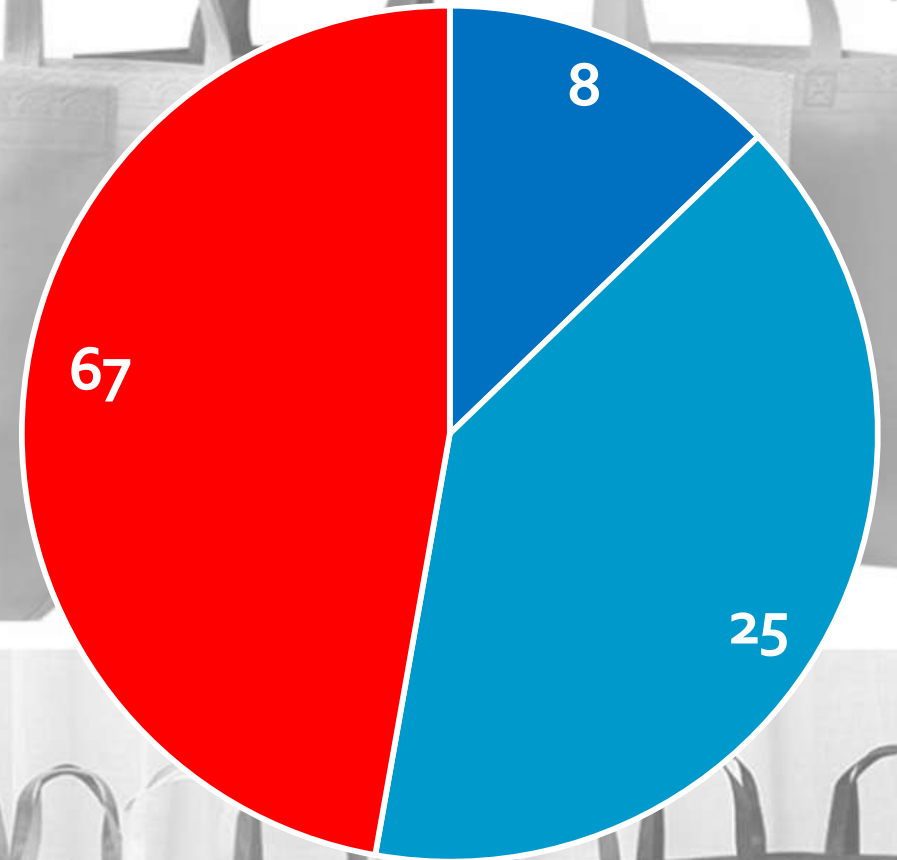




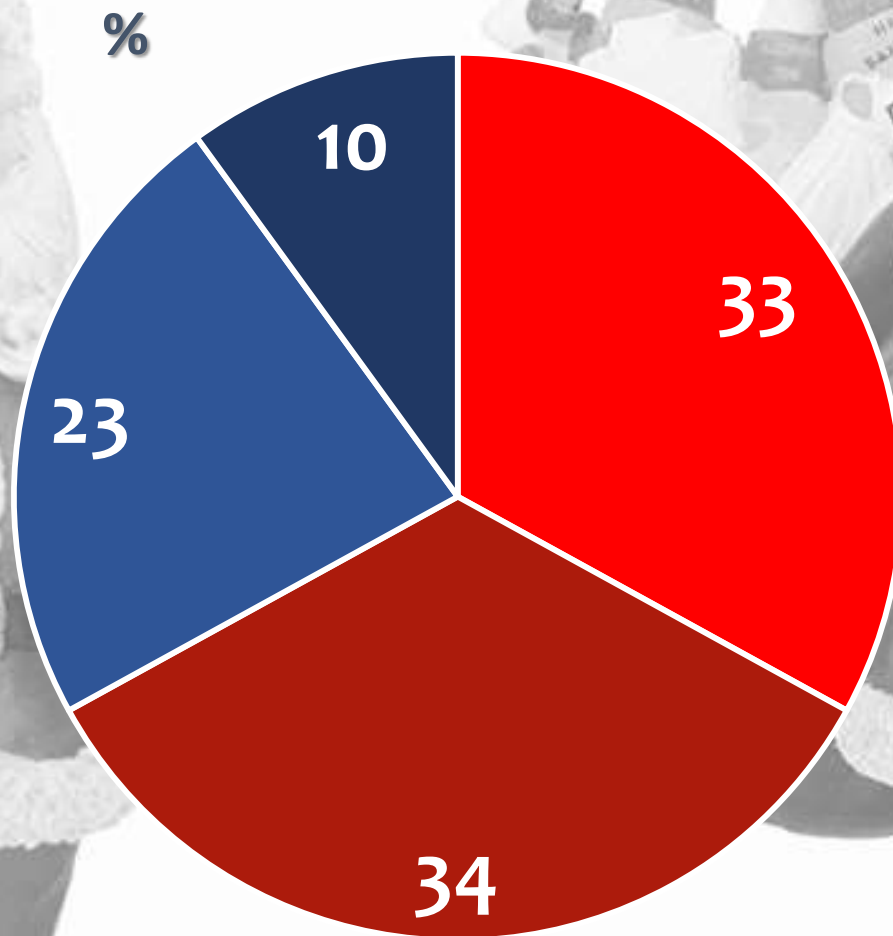
# Only one out of three Greeks claims to overshop before the start of the second lockdown



- I shopped more than I would have
- I shopped what I would later on
- I did not shop more than I would have

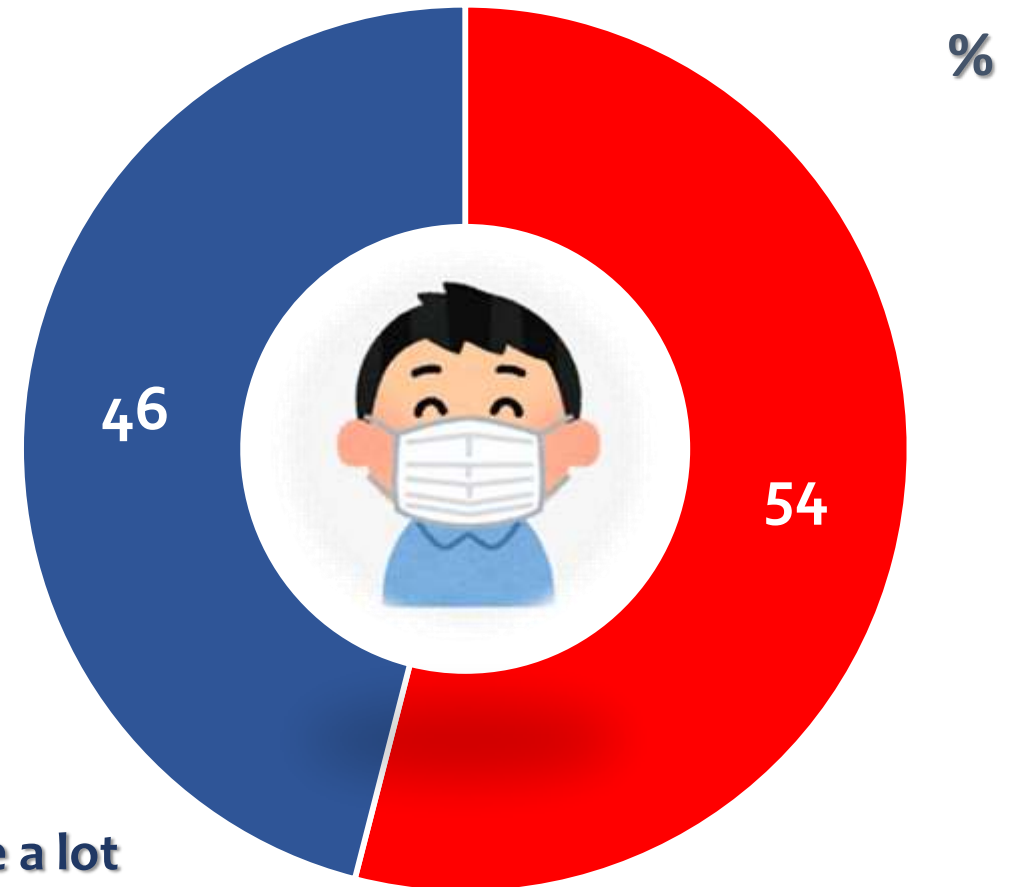
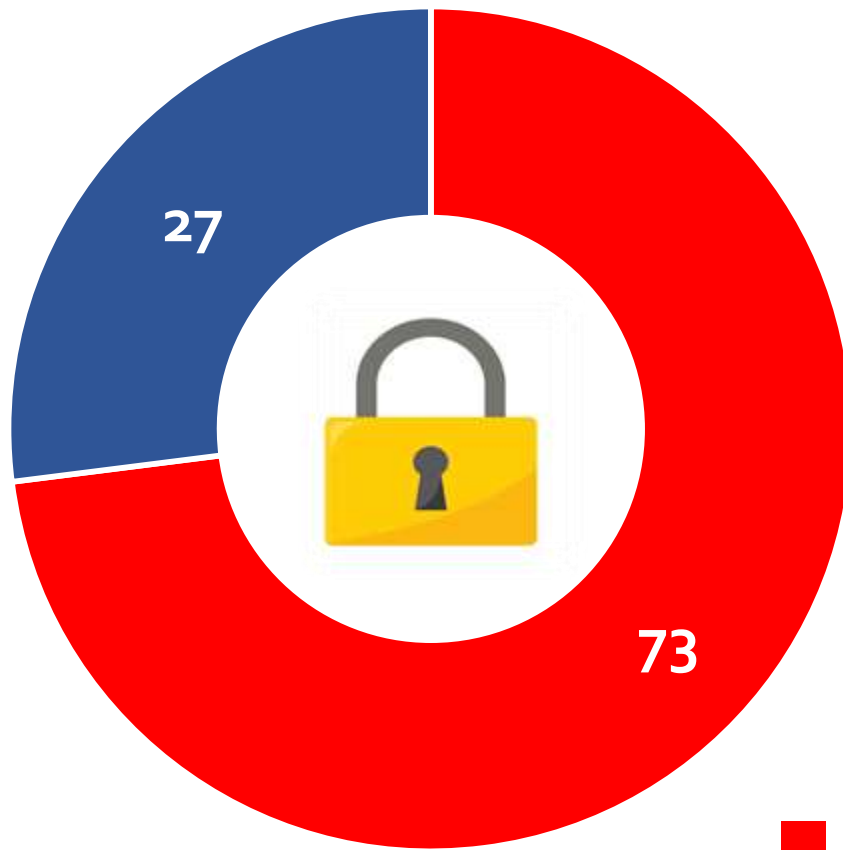


- It will bother me a lot
- It will quite bother me
- It will not bother me so much
- It will not bother me at all



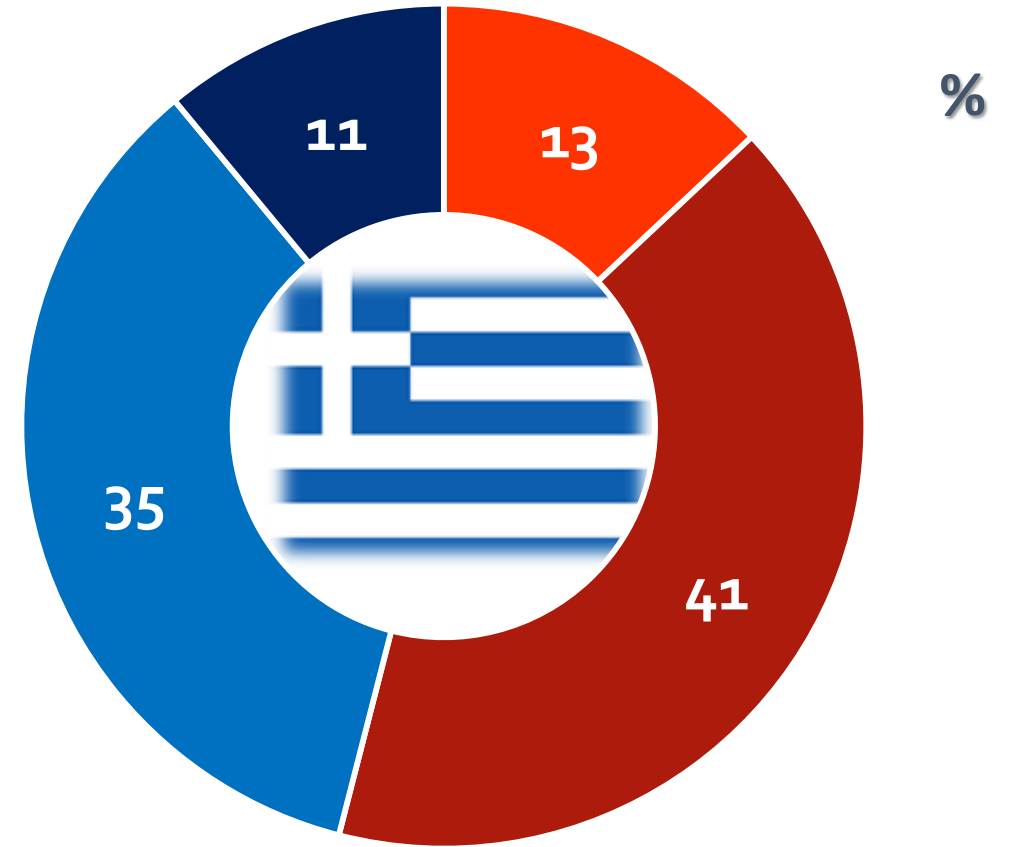
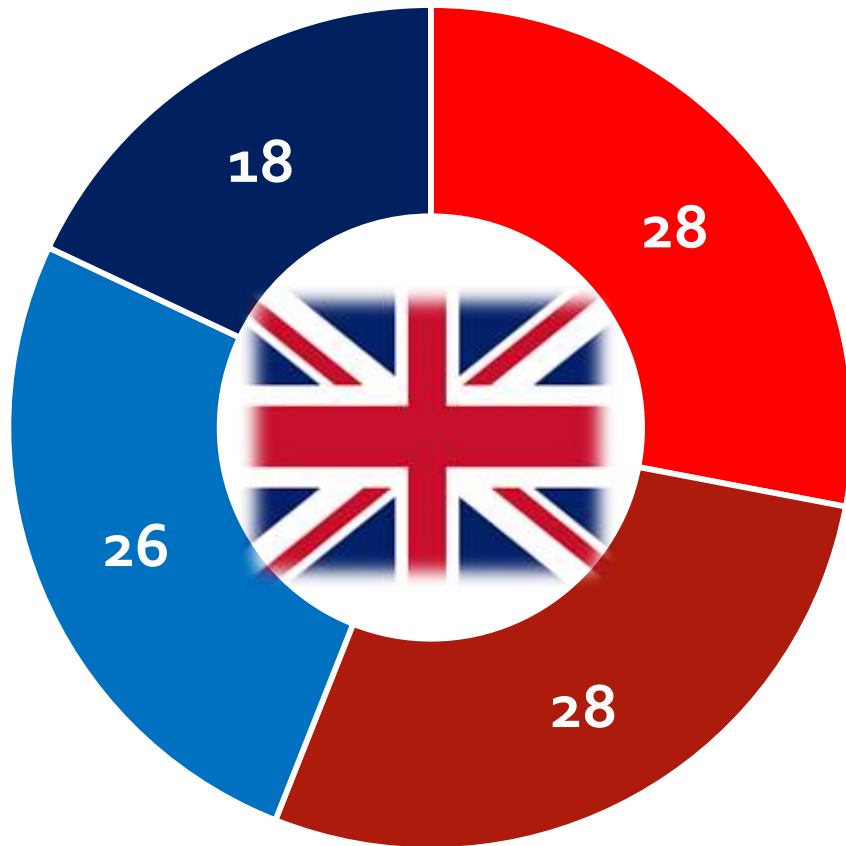
**Two out of three  
Greeks say it will  
bother them if the  
lockdown is  
extended during  
the whole Xmas  
period!**

This negative opinion is expressed because if we have a **general lockdown, 7 out of 10** Greeks state that it will **affect** the way they usually celebrate Xmas; however, if we only have some **basic restrictions**, only **1 out of 2** say their Xmas celebrations will be affected



- Very much/quite a lot
- Not so much/at all

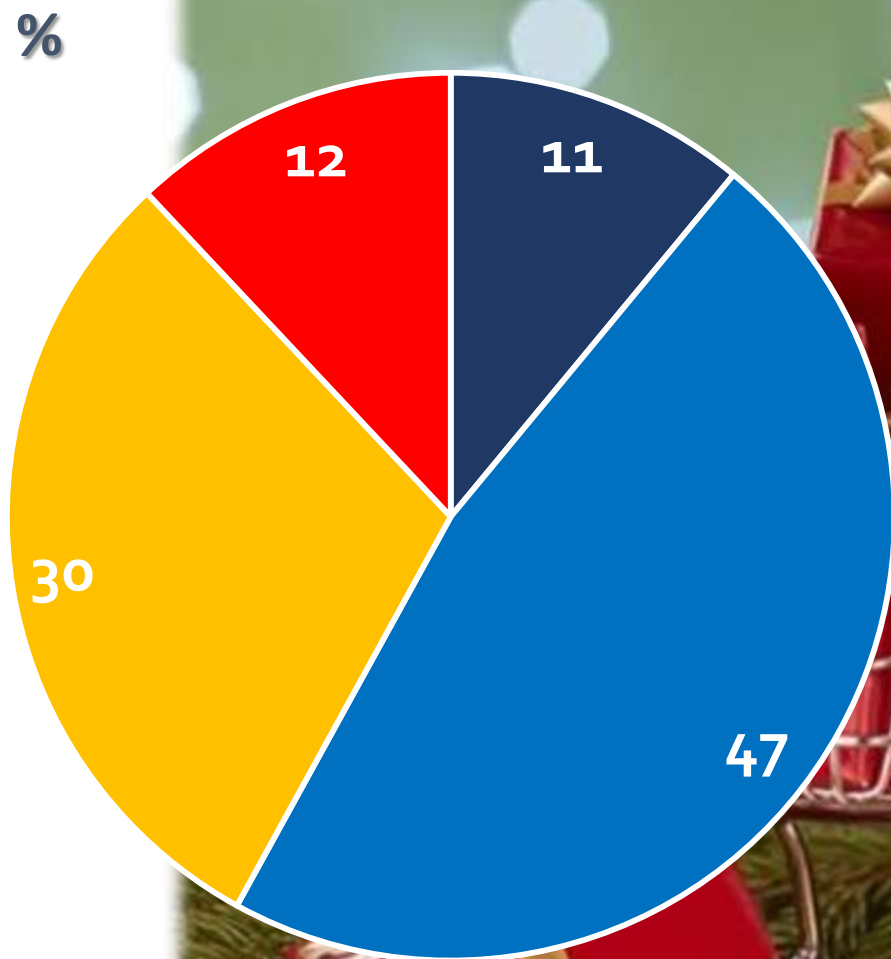
Comparing **Greeks to Britons**, the attitude towards Xmas in Pandemic Restrictions is quite **similar**. Slightly over one in two say that the way they will celebrate Xmas under pandemic restrictions will affect very much/quite a lot the way they usually celebrate Xmas!



■ Very much ■ Quite a lot ■ Not so much ■ Not at all

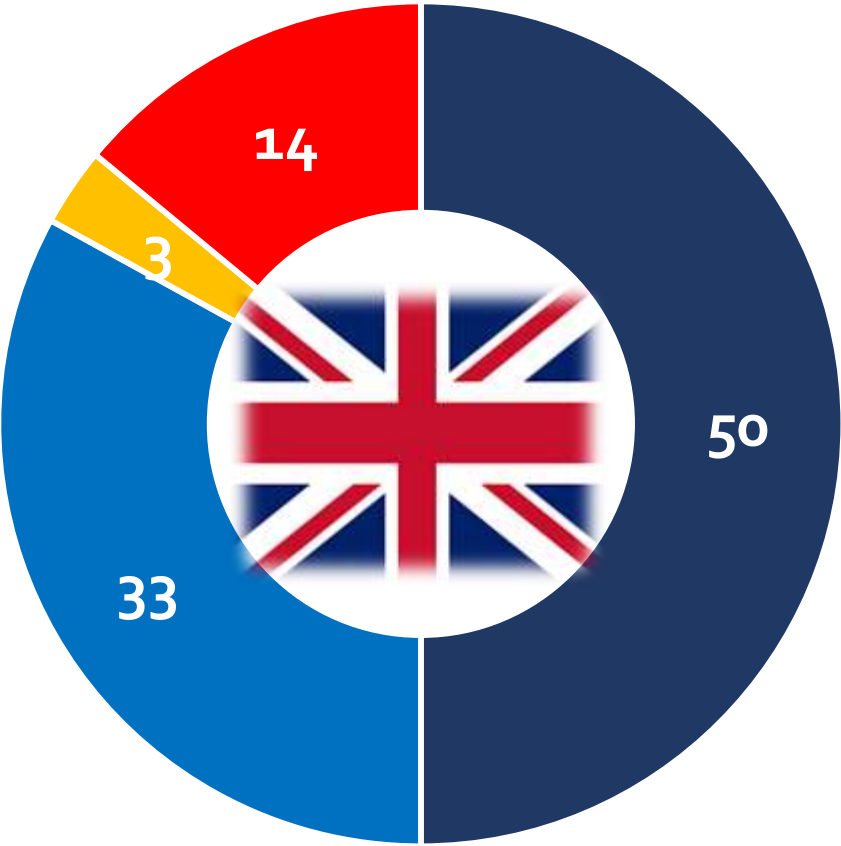


- Have completed Xmas shopping
- Have completed Xmas shopping
- Have not made Xmas shopping yet
- Will not do any shopping at all



By mid December, only one in ten Greeks have completed their Xmas shopping, while three out of our four are planning to make more purchases in the next days

Comparing Greeks to Britons, we see that one out of two Britons have completed their Xmas shopping by December 17, 2020, while the equivalent proportion for Greeks is only one in ten. Of course, pandemic conditions and lockdown vary between the two countries, yet Greeks are traditionally “last-minute” in their purchases!



Completed Partly



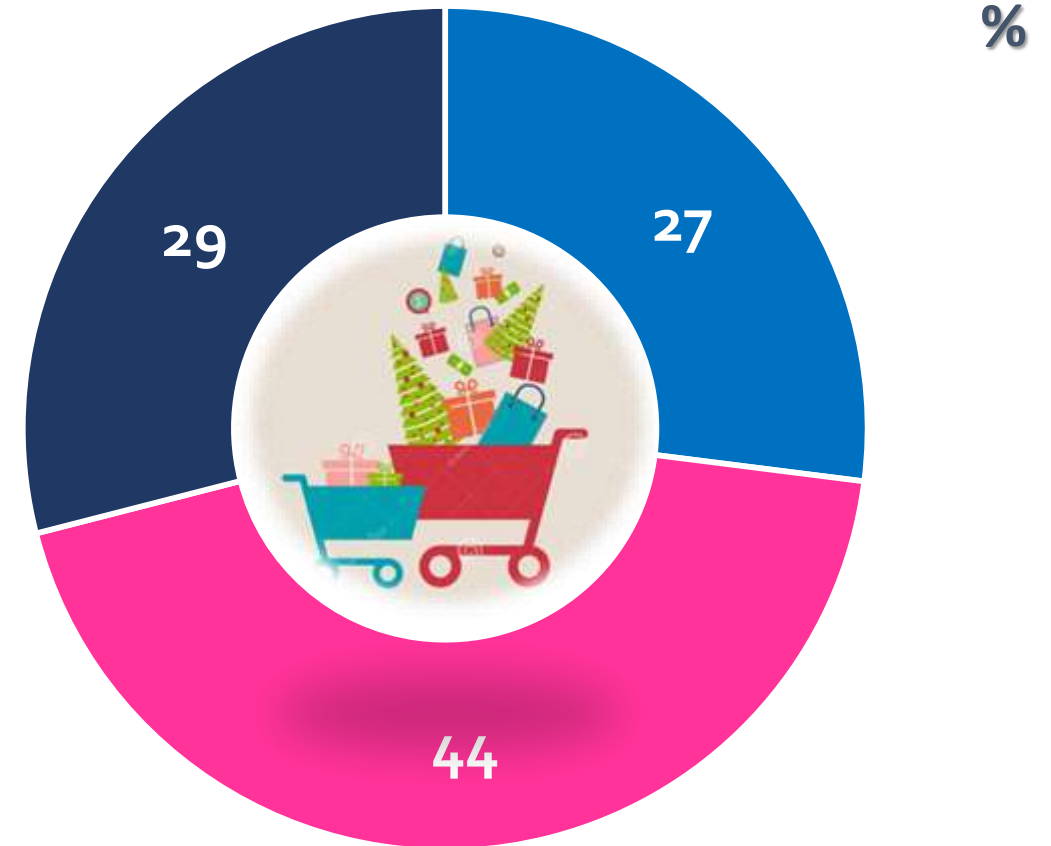
Not yet Not at all

e-commerce seems to be well established and comprises the main source of Xmas purchases among Greeks. The recently launched “clickaway” method seems to offer a second alternative, while purchases at physical stores is still a desired way to shop for Xmas.

Purchases until now



Intended purchases



■ Physical store

■ E-commerce

■ Click away

The “clickaway” method is perceived to benefit mainly large retail chains and courier services, leaving small, local stores “behind”

The “clickaway” method benefits:

%

Large retailers

34

Courier companies

27

All stores (large or small)

24

Small, local stores

11



What about  
e-commerce  
retailers?

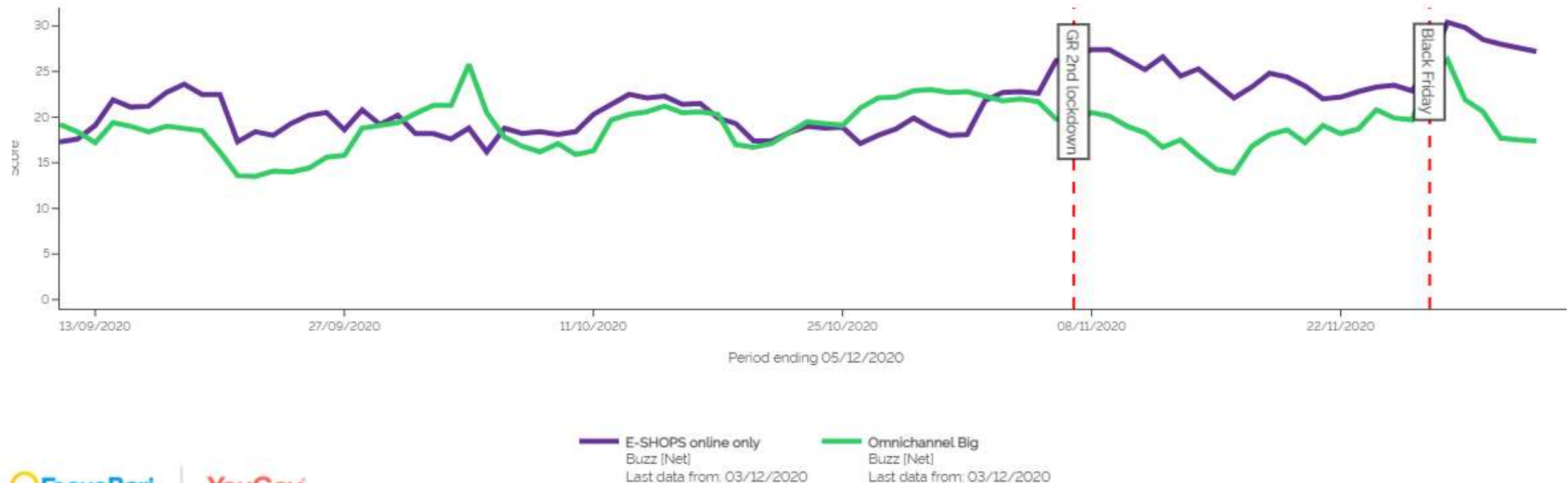
## Brandindex Greece

Are exclusively online retailers equally  
established as the “Omnichannel Big”?

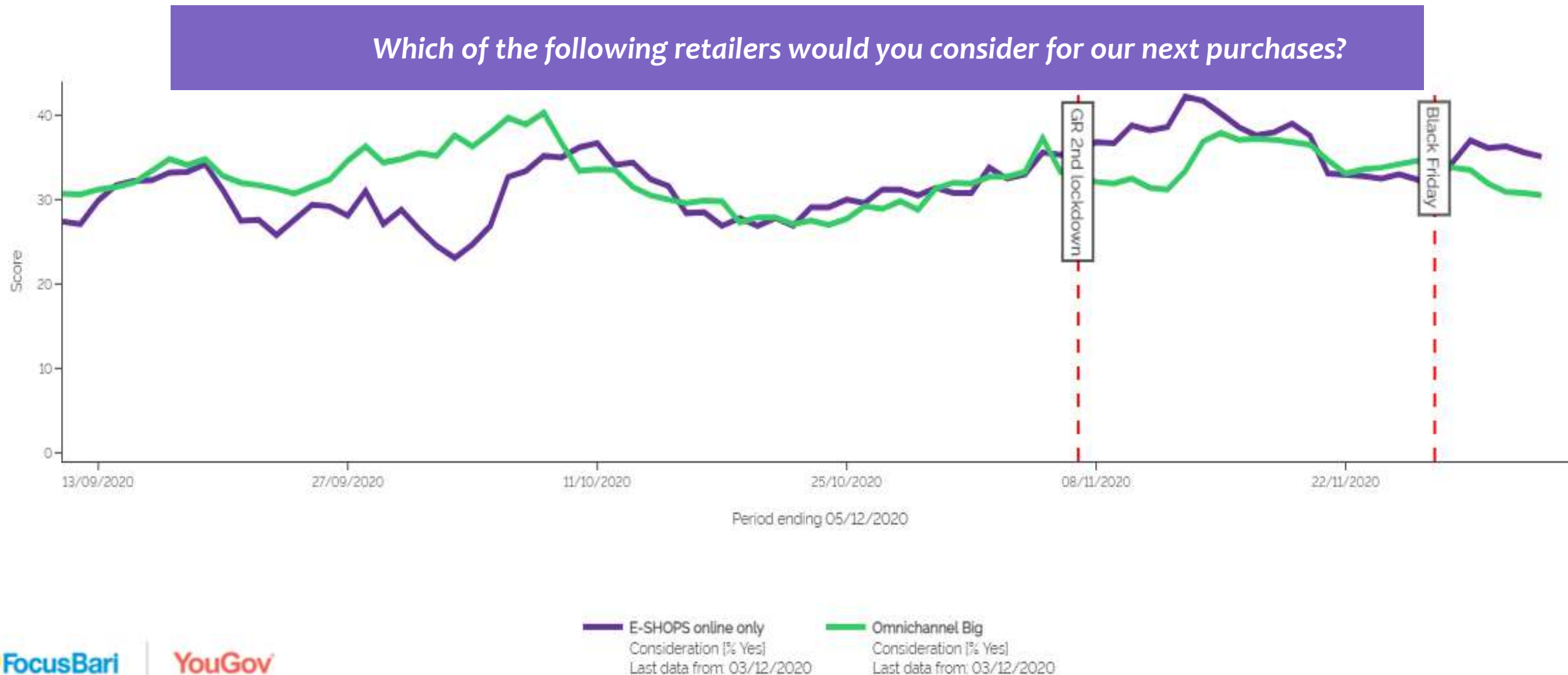
Selected findings comparing large, omnichannel retailers  
to exclusive online shops during the lockdown &  
Black Friday 2020 period

# Purely online retailers show a leading trend in positive buzz vs. the omnichannel big players especially during the lockdown/Black Friday period

*During the last two weeks did you hear something positive for each of these retailers? During the last two weeks did you hear something negative for each of these retailers?*

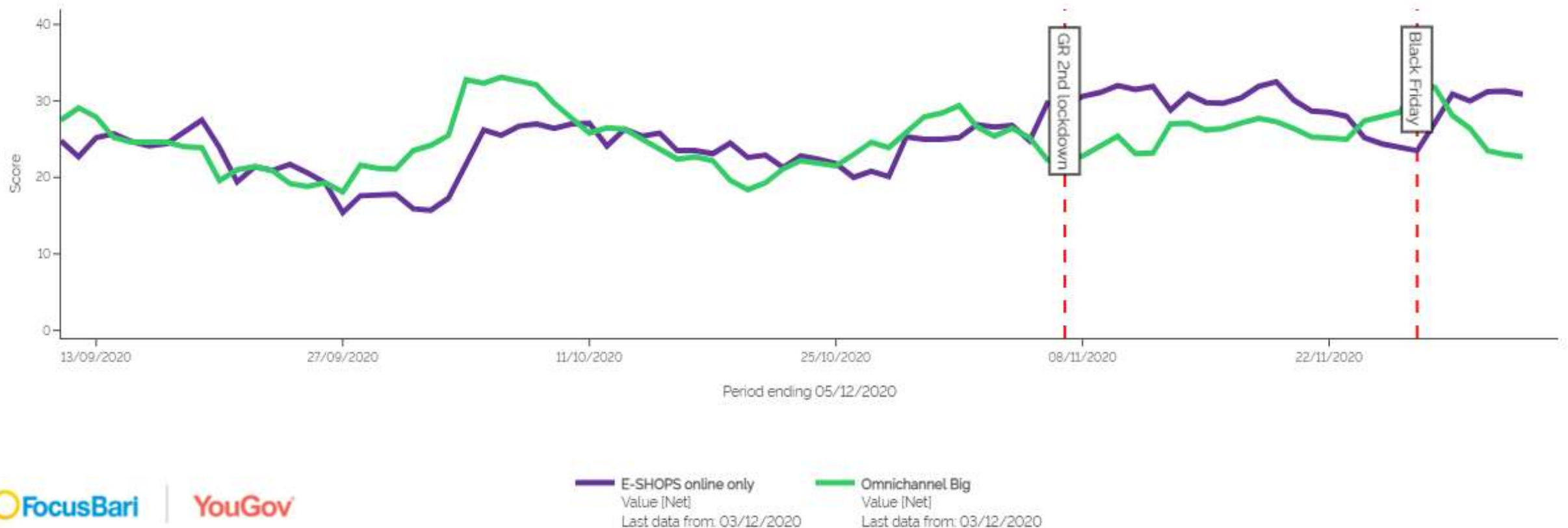


# Consideration for next purchases scores much higher for exclusive online retailers during the whole lockdown period, and seems to stay after the Black Friday week



During the lockdown period, purely online retailers keep a higher value for money score than the omnichannel ones, the reverse is noted for the Black Friday week, and a steady leading trend recovering as we enter December!

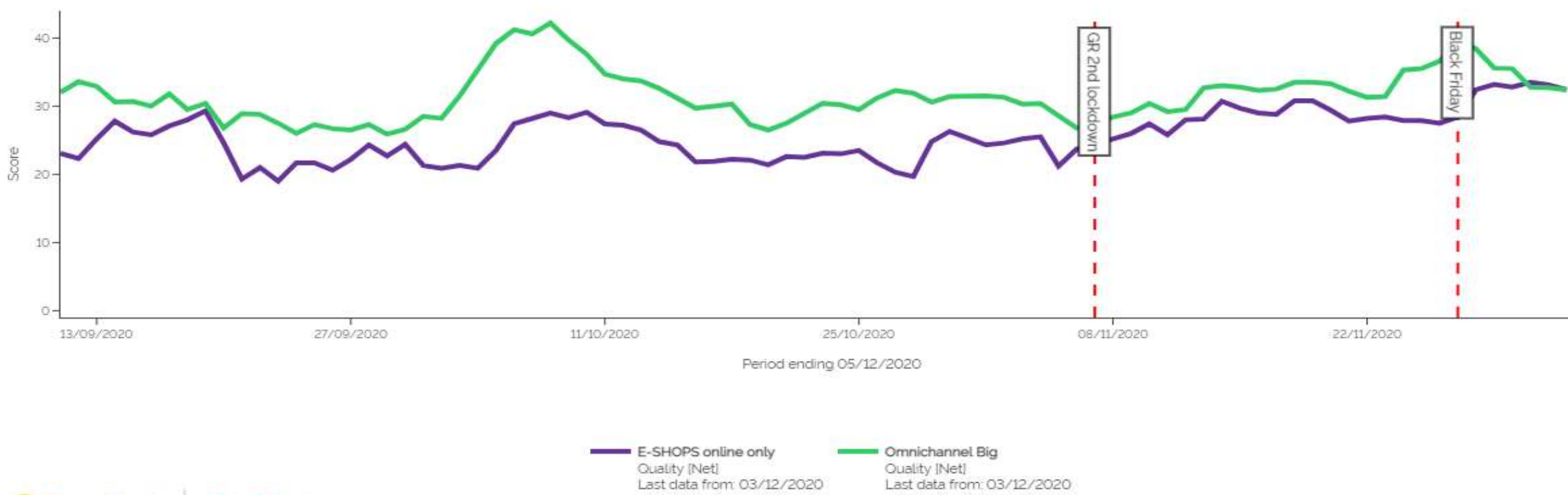
*Which of the following retailers do you believe are “value for money”, not necessarily cheap?*





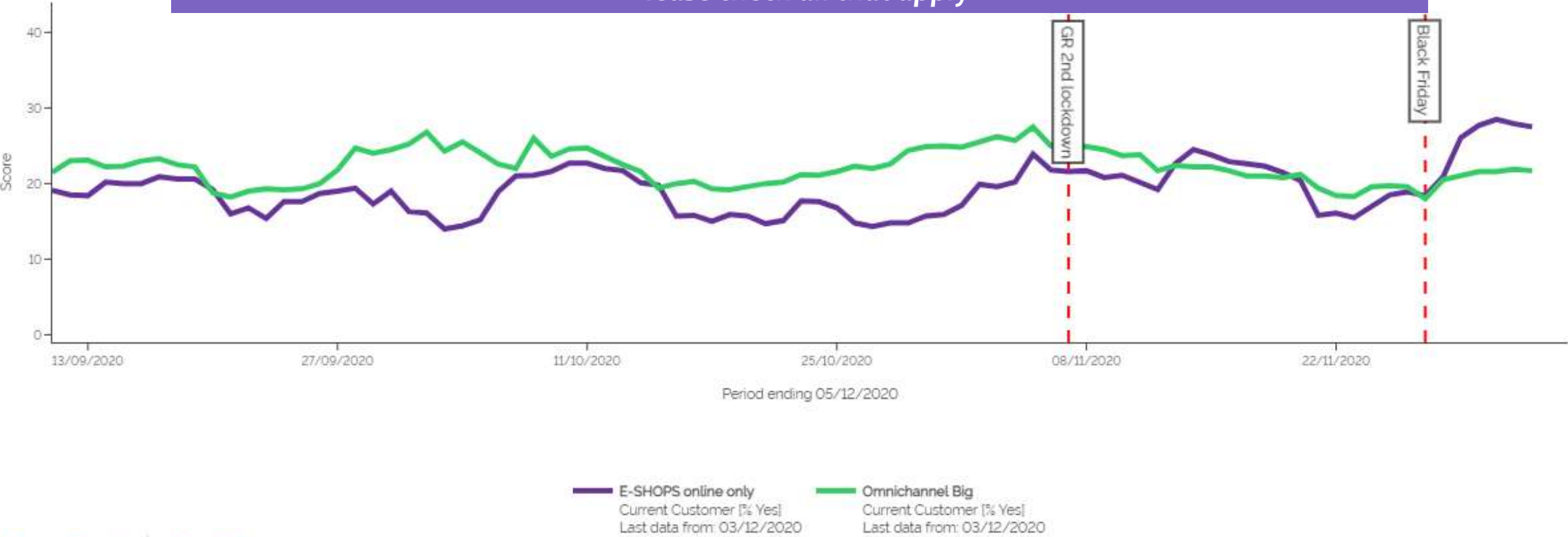
However, when it comes to perceived quality levels, the large, historically established omnichannel players keep a subsequently higher net quality score as opposed to the exclusively online retail brands; interestingly, the difference between them seems to be bridged after the Black Friday week.

*Which of the following retailers would you say have good quality products? And which of these retailers would you say have bad quality products?*

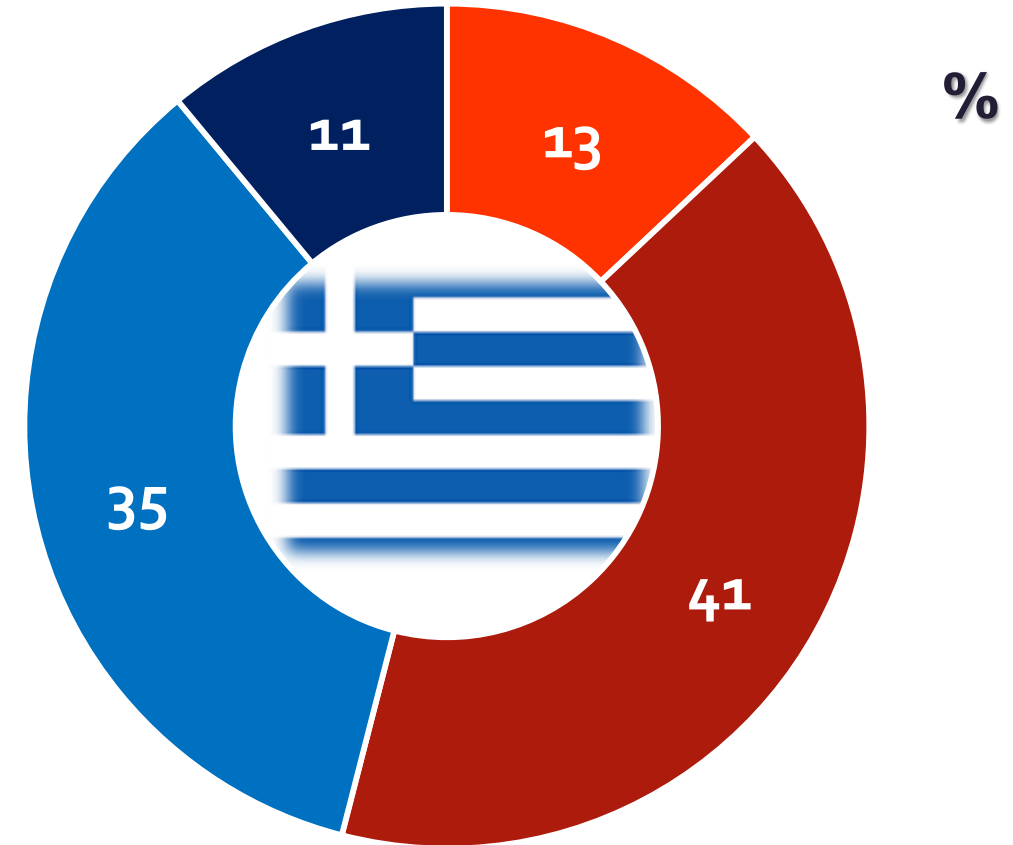
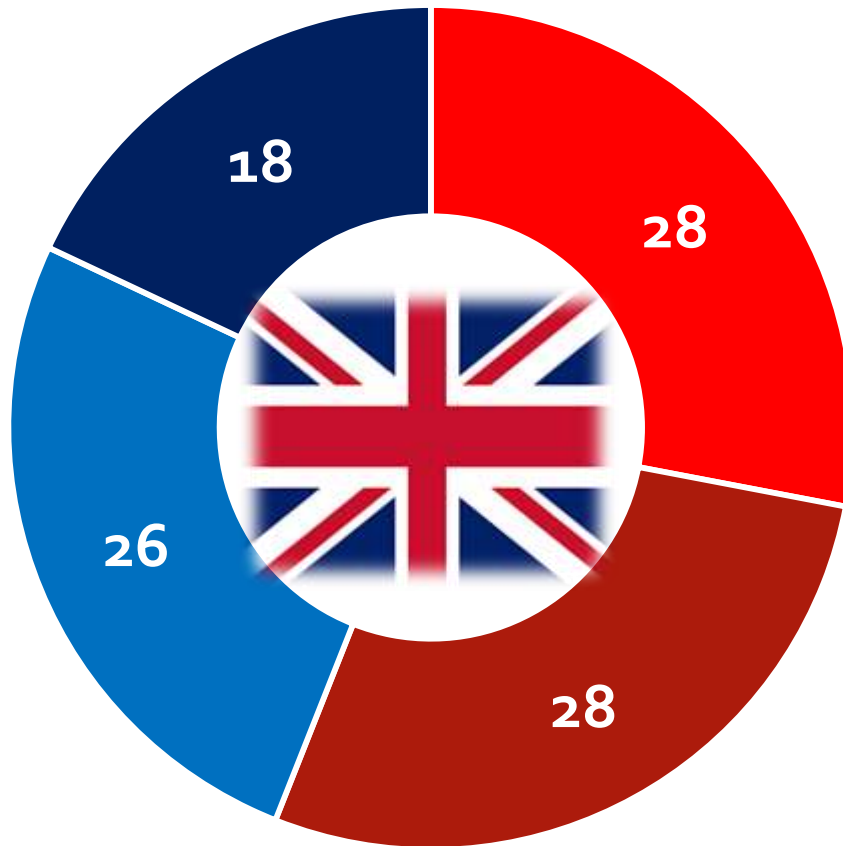


Also, it is important to note that consumers report to have similar levels of experience with both groups or retailers, especially during the lockdown period, which gives a greater validity to all other KPI's examined.

*During the last three months, have you purchased a product or service from these retailers?  
Please check all that apply*



Coming to Xmas celebrations, comparing **Greeks to Britons**, the attitude towards Xmas in Pandemic restrictions is quite **similar**. Slightly over one in two say that the way they will celebrate Xmas under pandemic restrictions **will affect very much/quite a lot** the way they usually celebrate Xmas!



YouGov

Very much

Quite a lot

Not so much

Not at all

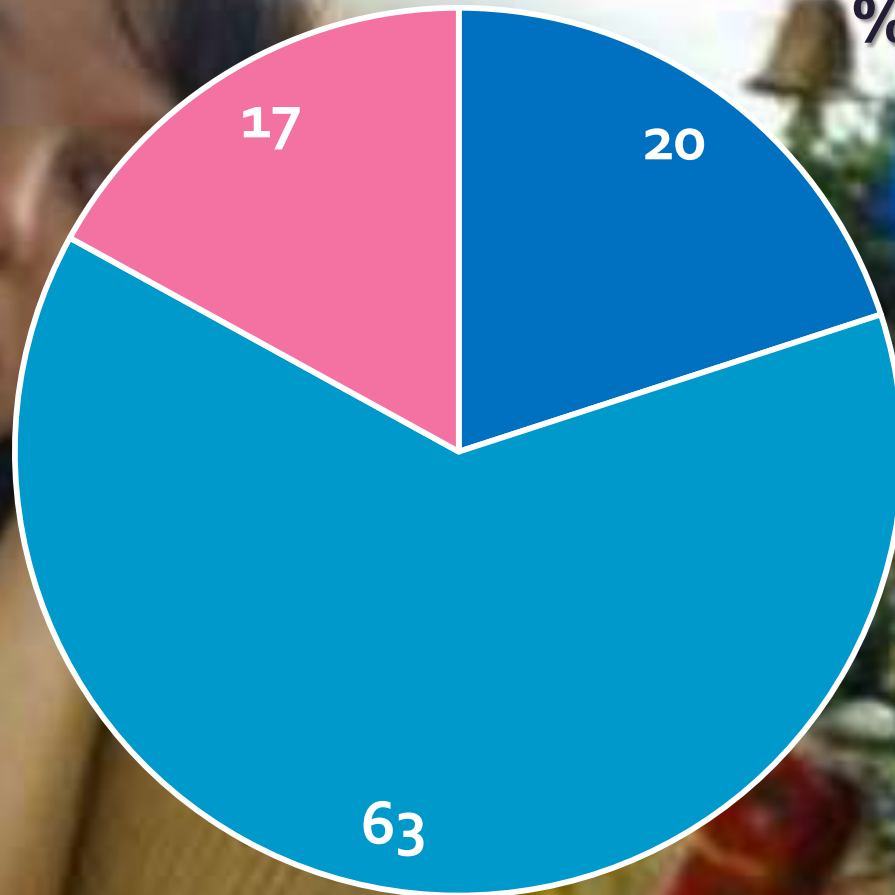
FocusBari

YouGov

■ As last year

■ With fewer people than usual

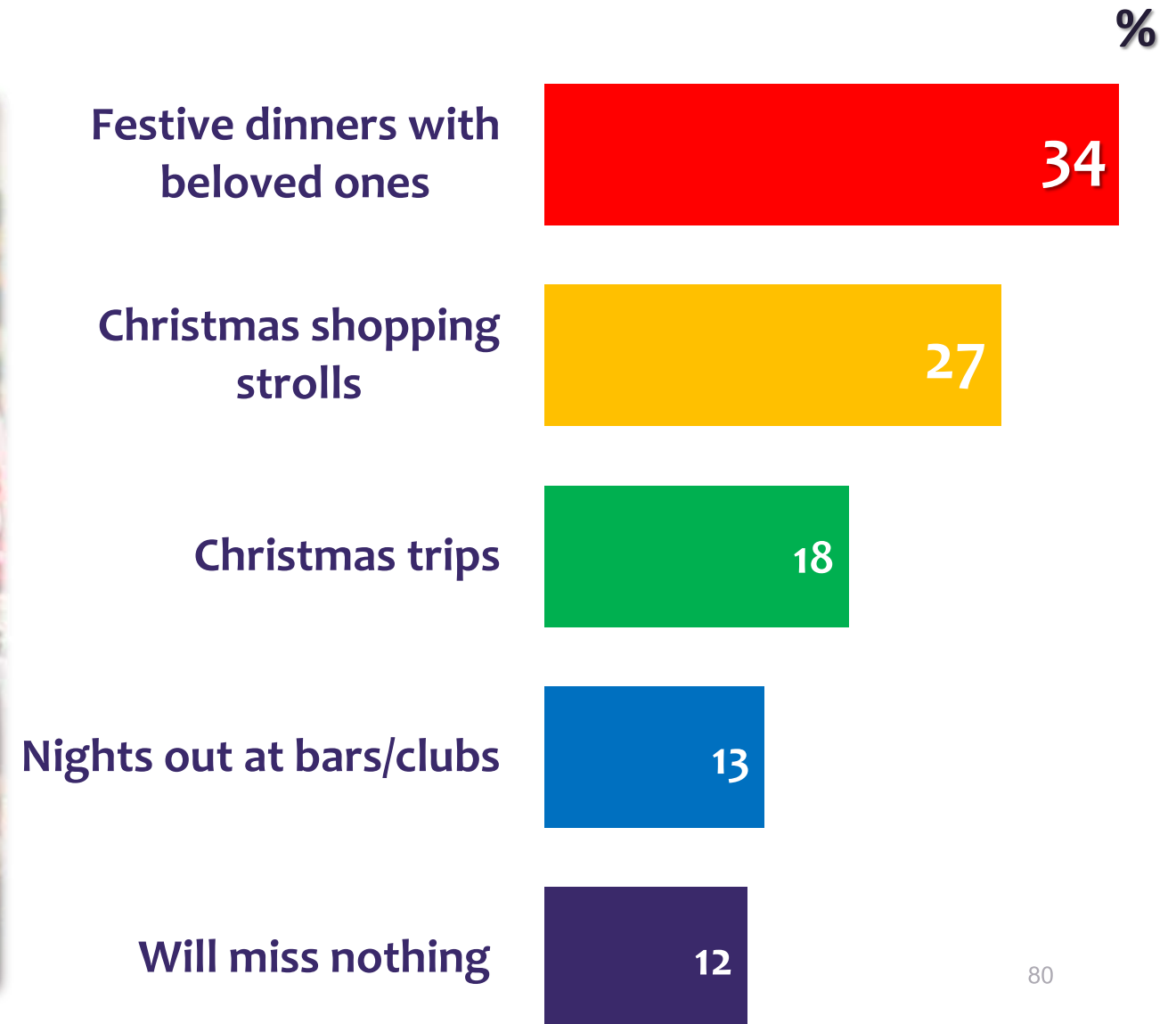
■ Completely alone



Two out of three Greeks spent this Xmas with fewer people than usual, one in five with the same number of people as last year, but 17% have spent the 2020 Xmas all alone



# What Greeks missed most of all this Christmas was the festive dinners with extended family and friends



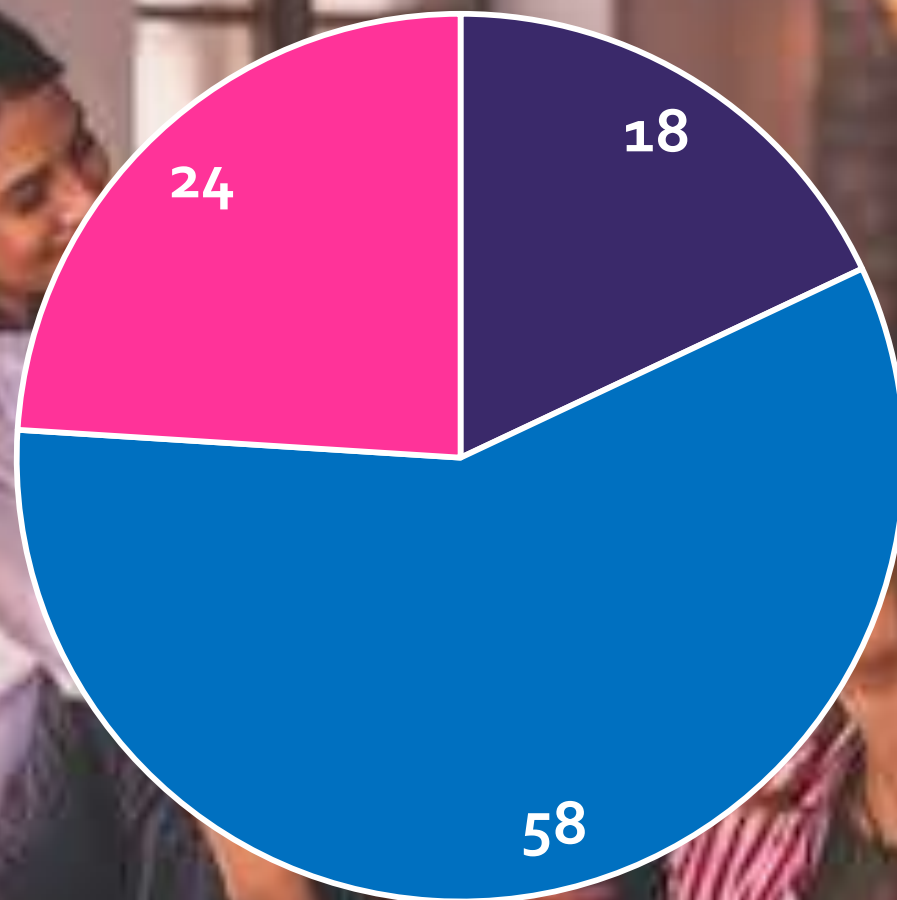
Three out of five Greeks feel slightly worried regarding the pandemic conditions yet they expected Xmas to pass quietly and easy. One out of four feel calm and believe that this Christmas is more valuable and essential, while one out of five are severely worried

%

Worry a lot,  
expect  
sad/bad Xmas

Worry a little,  
expect calm,  
easy Xmas

Remain cool,  
expect  
valuable,  
essential  
Xmas



Deep into the  
second wave  
of lockdown,  
right before  
Christmas 2020,  
new key  
learnings  
emerge:

An illustration featuring a yellow fist holding a white banner that stretches across the frame. The background is a bright blue sky with stylized white and light blue clouds. The word 'WORDS' is written in large, white, bold, sans-serif capital letters on the right side of the banner.

WORDS



“  
1

**The last day before  
the lockdown, Greeks  
rushed to overshop!**





“  
2

**However, the “last minute” Christmas shopping remained even during lockdown conditions**



“3

The “duo” of Black Friday and e-commerce skyrocketed in the lockdown 2020 conditions





“  
4

**The pandemic &  
lockdown restrictions  
greatly affected  
Greeks Xmas 2020  
celebrations**



“  
5

**Despite the restrictions,  
Christmas 2020 has been  
a more inward, but  
essential period**





# 2020-2021 One Year of Covid 19

A Compilation of Surveys  
Volume 1



Xenia Kourtoglou

Founder Focus Bari, e-satisfaction, the next U  
Mentor & Coach, Psychotherapist, Author

