

CX Stories

Annual Survey for HICS
Customer Service Week

October 2023



The Focus Bari CX Stories

Twice a year (April – October) we record on our own initiative the experiences of customers through descriptions in their own words

The positive experiences WOW CX Stories 😊 and the HICS National Customer Service Week that takes place every October we award the three most impressive

The negative experiences OUCH CX Stories ☹️ are also recorded, so as to be sources of improvement



Research Basic Specs

- Brief electronic questionnaire (Degree of Satisfaction 8,8/10!)
- Designed by Focus Bari team
- Population: men and women aged 18-64 total Greece
- Sample: 604 people
- Conducted via YouGov online panel
- Fieldwork : 9-13 October 2023
- Electronic and IT support & tabulation: YouGov | Focus Bari

**Superior
customer
experience is
the most
important
focus of every
corporate
mission**

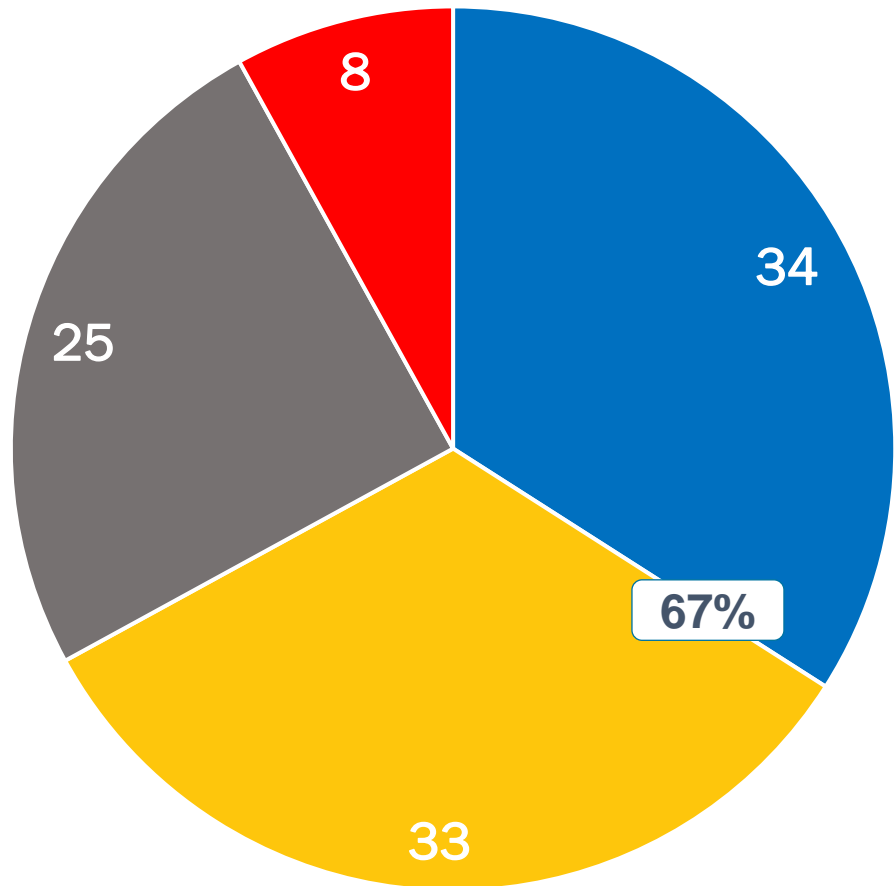
The CX stories of Focus Bari...



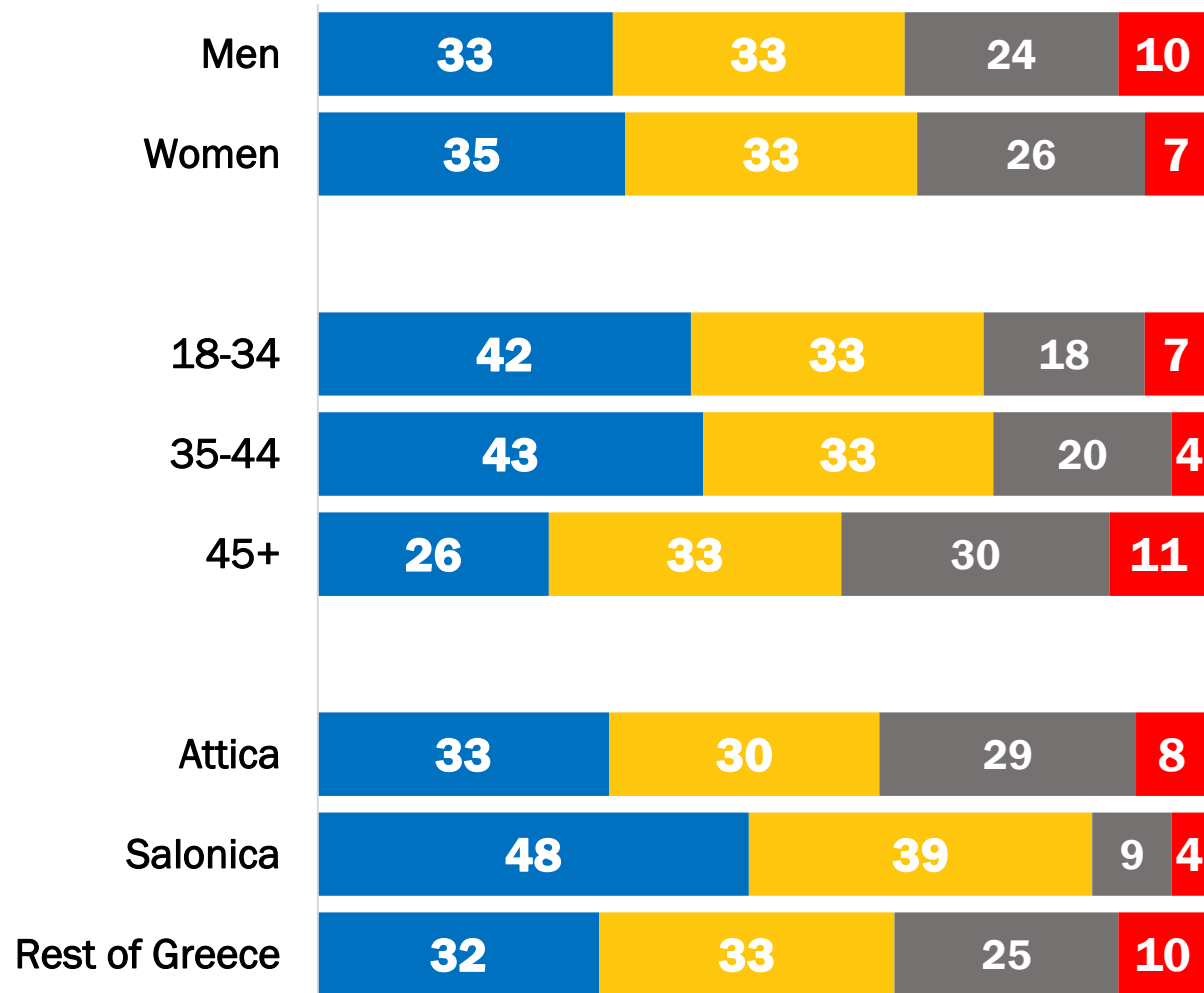
Sharing the experience

Consumers' experiences with organizations gain power through their public sharing: 7 out of 10 Greeks consult reviews and ratings before choosing a product or a service: this proportion rises each year, especially amongst young people.

Q. "How often do you read reviews and ratings before purchasing a product or a service?"

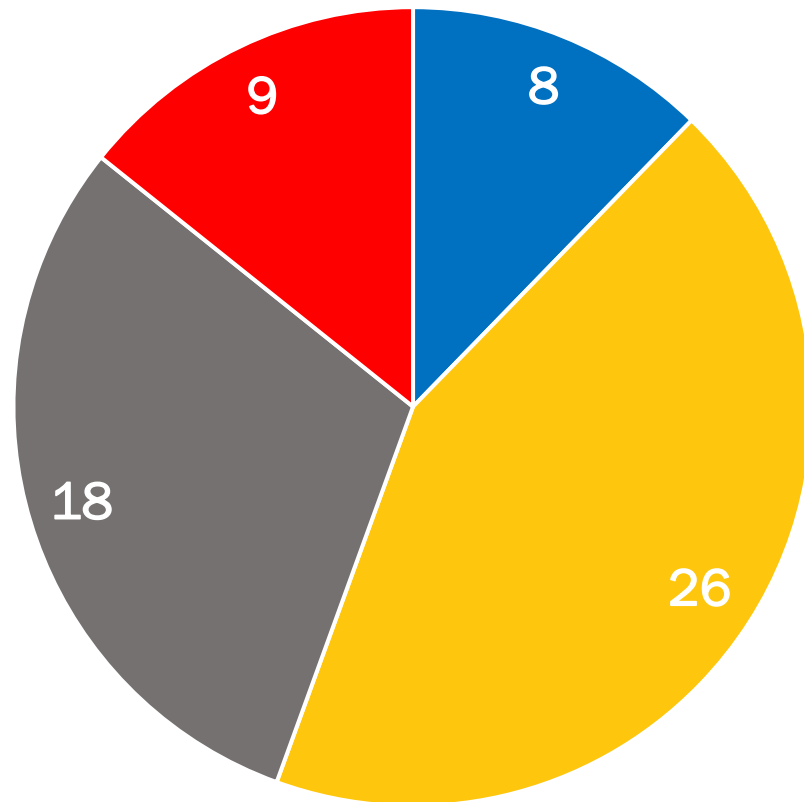


- Always/Almost Always
- Systematically/Quite Often
- Sometimes Yes/Sometimes No
- Sparsely/Not So Often/Never

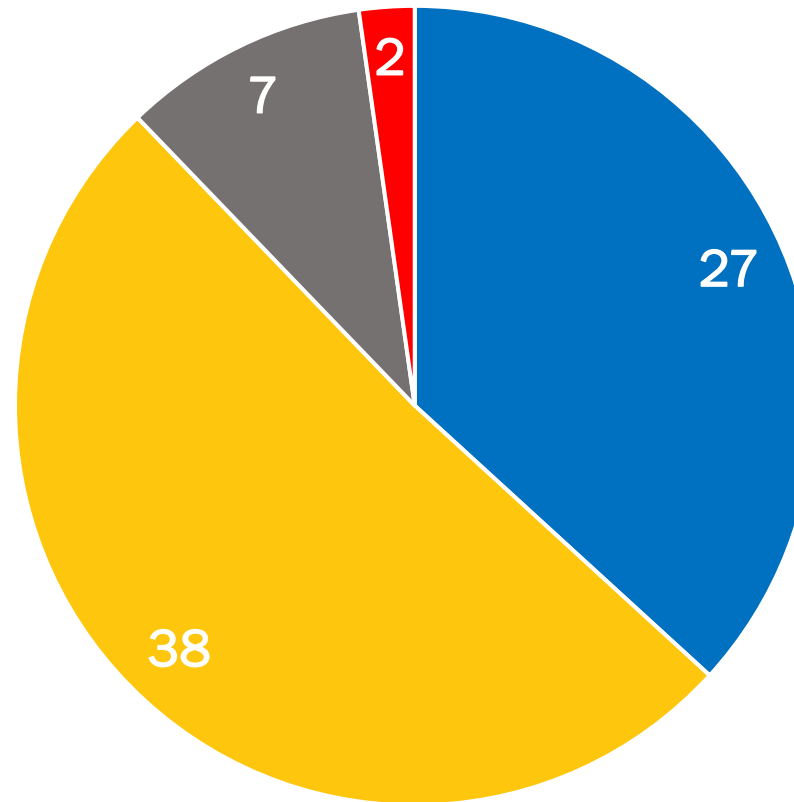


At the same time, a large proportion of consumers share their experiences on their own initiative:

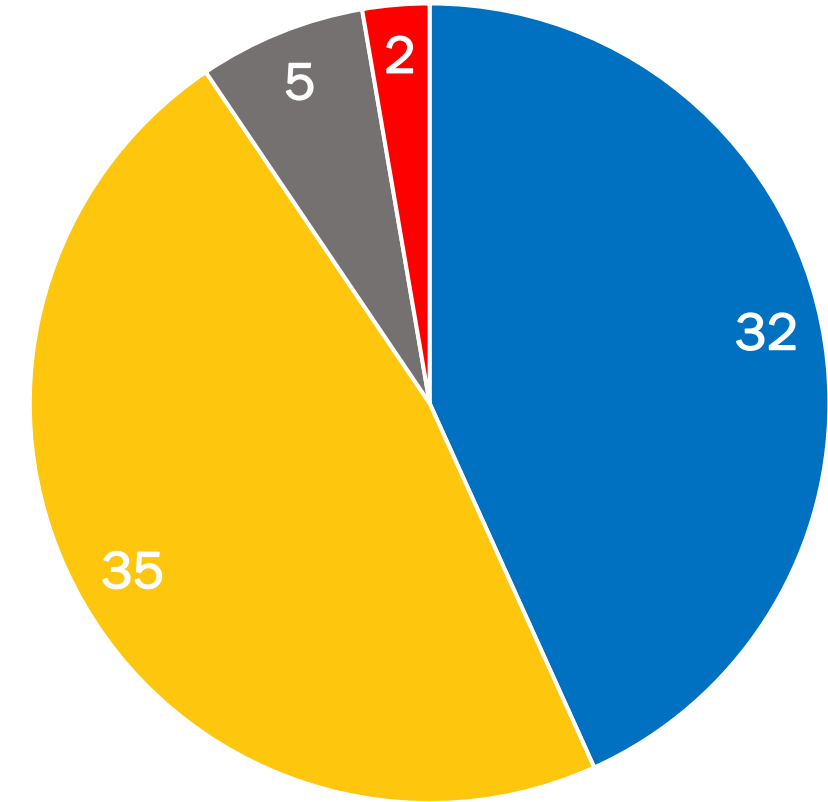
Online Social



With peers/family "WOW" Experience



With peers/family "OUCH" Experience



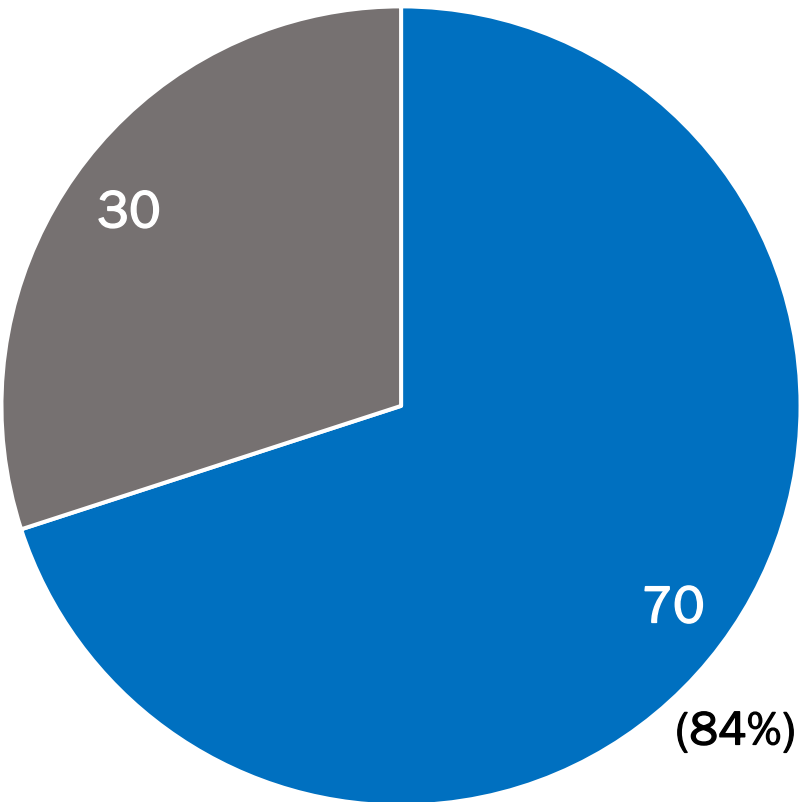
%

- Always/Almost Always
- Systematically/Quite Often
- Sparsely/Not so Often
- Rarely/Never

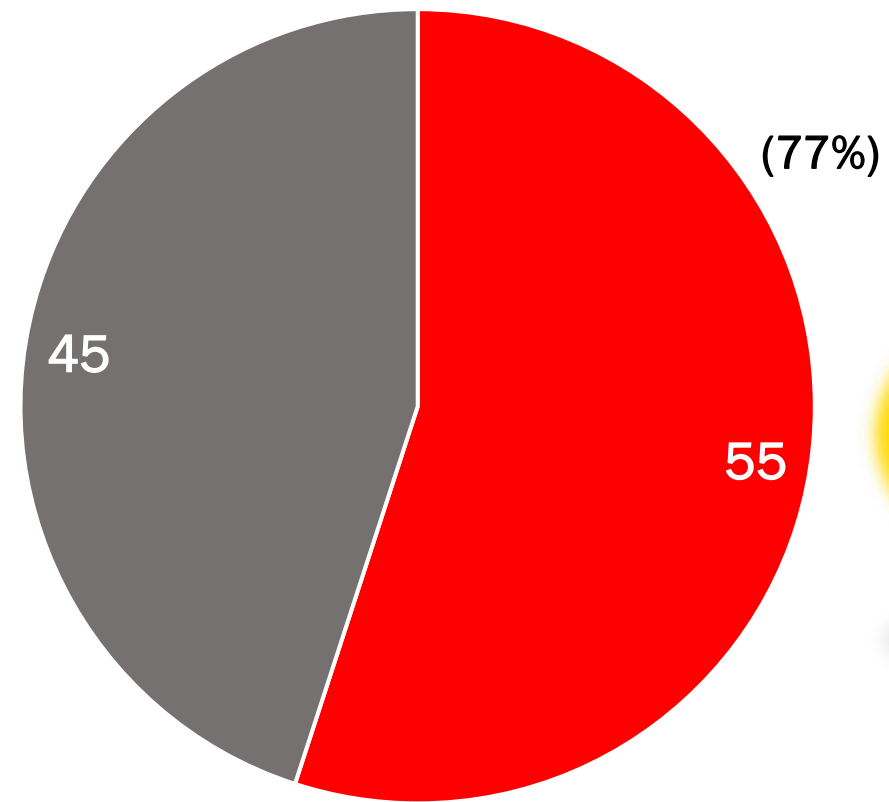
The experiences experienced in the past 6 months

Regarding the CX stories of the last six months, a large proportion of consumers experienced both “WOW” and “OUCH” experiences

At least one “WOW” experience



At least one “OUCH” experience



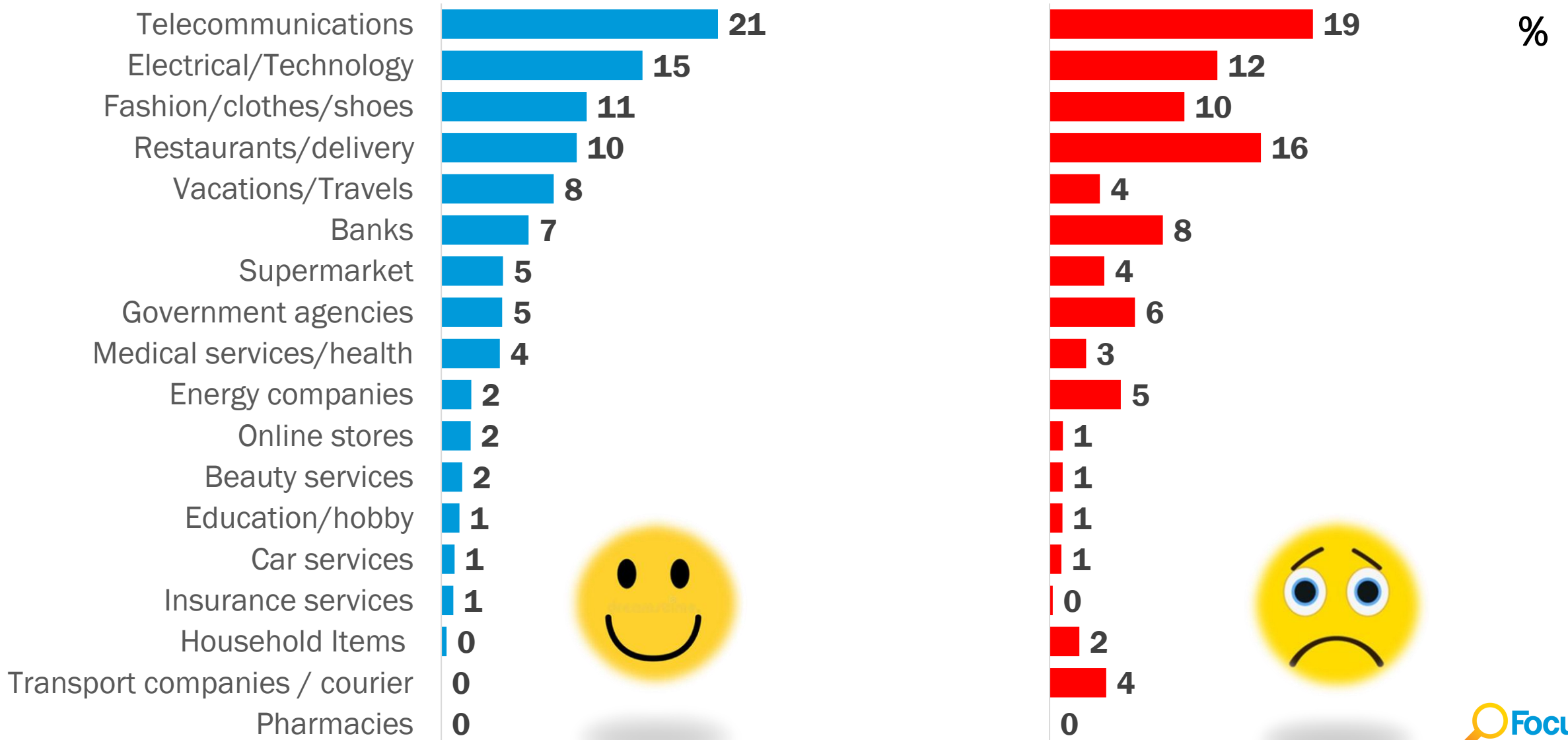
■ At least 1 positive

■ None in the last six months

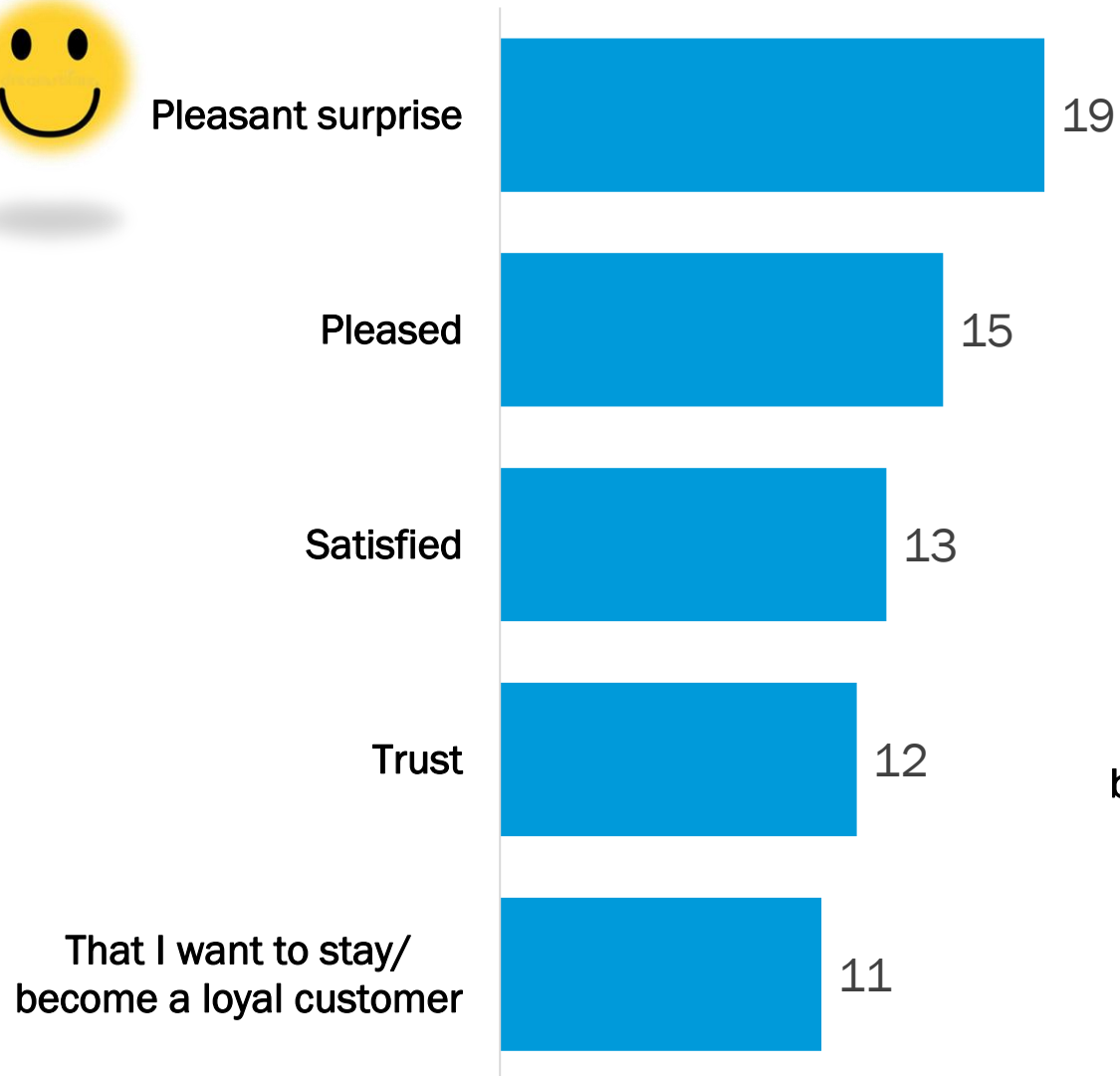
■ At least 1 negative

Corresponding 2022 findings in parenthesis

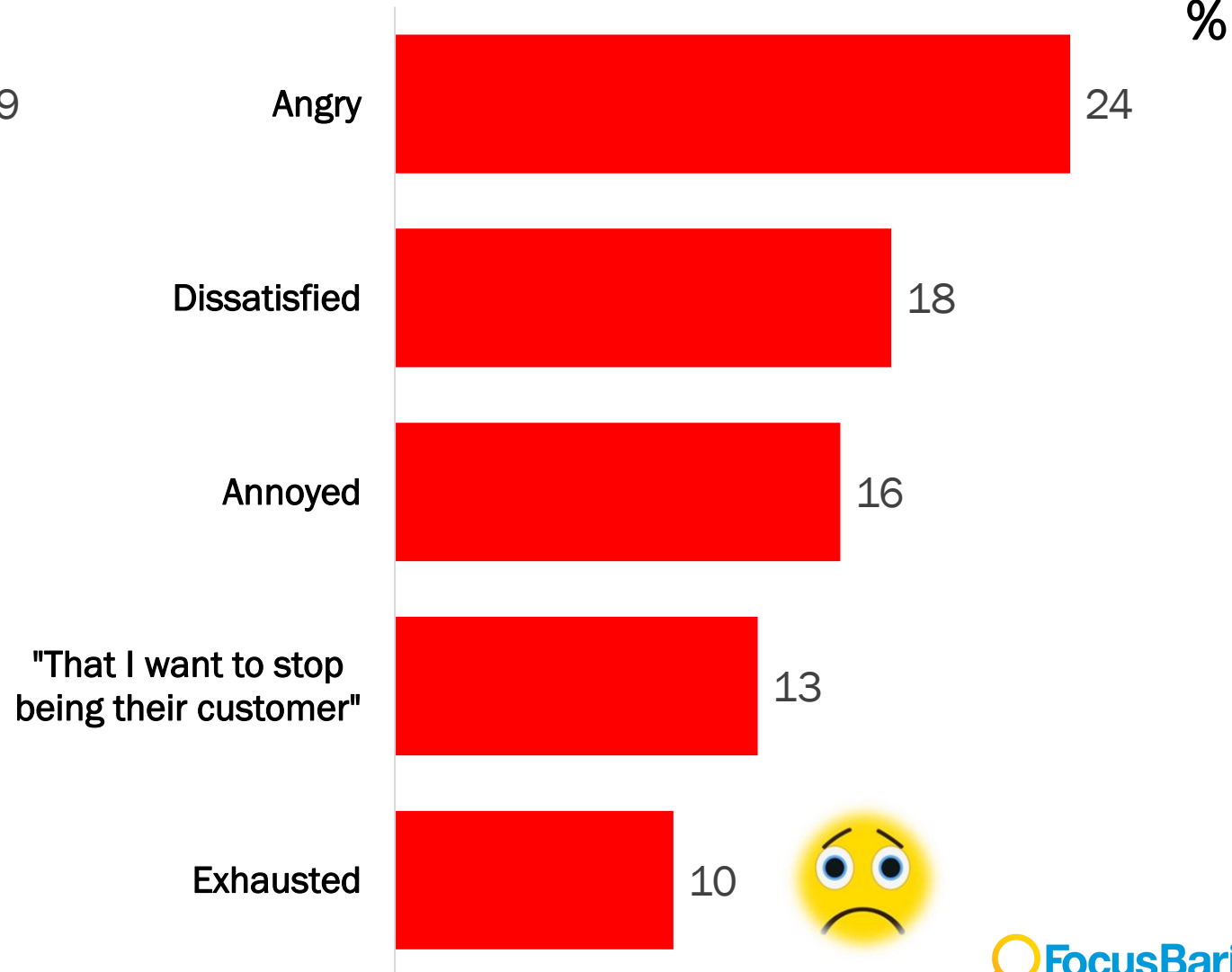
Both positive and negative experiences are found in a fairly wide variety of industries (percentages on total population)



The TOP 5 Dominant Emotions per Experience



%



The greatest value of this research lies in the descriptions of experiences from consumers themselves. Through these «CX Stories» it becomes clear to everyone how an organization can built, but also destroy its relationships with the public. Some positive experiences are...

*“We went to **a local restaurant** after its renovation as a family for dinner. However, we didn’t know the changes that were made. A gourmet meal with very good wine but we went with the children who wanted to eat chicken fillet or chicken skewers, something that was not on the menu. Then we tried to calm them down and explain that they will only eat potatoes and salad, **the owner of the restaurant asked us if we allow her to take the food from another colleague to serve the children without charging us**, something that impressed us and of course we visited the restaurant again and again without the children of course”*

*“There are 2 incidents with the same **online store** that also has a physical store in Komotini! The first time I made **2 different orders on the same day** and paid with a debit card for the corresponding shipping, the owner refunded me the one shipping charge and sent me **one package with the 2 products**. Very pleasant surprise. The 2nd time we had bought a board game from the same store, they called us to inform us very politely that **they only have one piece in stock and they have opened it**. We told them that we don't mind and that they can send it as long as the product is okay and they sent it to us along with **a gift and thanked us for understanding**. Amazing service, we have not preferred another board game store since, and we are frequent customers with my family as it is our hobby.”*

*“The most positive experience I had recently was at a **veterinary center**. The center closes at 7.30 in the evening and we went at 8.30 as we had just rescued a kitten from a car engine. They kept the center open **until almost 10 at night** to give him all the necessary checks and treatments and in the end, **they didn't charge us anything**. I'm already a customer there for my other cat, I didn't ask for a discount, and I was very pleasantly surprised that they were so helpful and showed so much interest for free. **It shows that they enjoy and value their work**, and it gave me even more faith to continue taking my now 2 cats there.”*

*“I ordered a jacket from an **online store** and because the sizes given by the jacket manufacturer...my size was between medium and large...I contacted them by email before purchasing the jacket and finally bought it. The incredible thing about the situation **is that in the box they sent to my house, they put both sizes, the medium and the large, while I had only paid for one!** As soon as the jackets came to my house I tried them both on and in the end I kept the medium and returned the large! I was amazed that someone can make such an exception for their customer’s convenience and even more, the return of the jacket that I sent back to them was done at their own expense. In the year 2023 it seemed an incredible story!!!”*

On the other hand, we also see the negative experiences, again from the narratives of the consumers in their own words. Experiences that do not make any organization proud, and that mostly come from policies/procedures but also from human behavior.

"My partner and I recently visited a coffee and food place. From the beginning the behavior of the service was quite unpleasant but nevertheless fast. The problem started when they brought me the wrong order and when I asked very politely to change it to the right one, the waiter insisted that the one they brought me is the right one, after a thousand entreaties and fusses they agreed to change my order but what they brought was a piece of the order thrown on the plate with half the ingredients missing. Of course, I didn't touch it when we left, I paid it normally and pointed out to the service that it wasn't right and of course I won't go to this particular place again"

*"I usually walk with a walking stick. I used an **airline** recently and had a checked bag with me that fit right in the canopy. They asked me to give them the suitcase to try and I was happy to do so. **They didn't even try and told me it wouldn't fit and that I would be charged extra.** I pointed out to them that they didn't even try to put it in, that I measured it, and that I have traveled with this company before with the same suitcase. They told me to try to put the suitcase in myself. So, **I dropped to my knees to put my walking stick down so I could put the suitcase in the canopy where of course it fit.** They apologized and let me in. Of course, I cried and **I don't want to travel with this company again.**"*

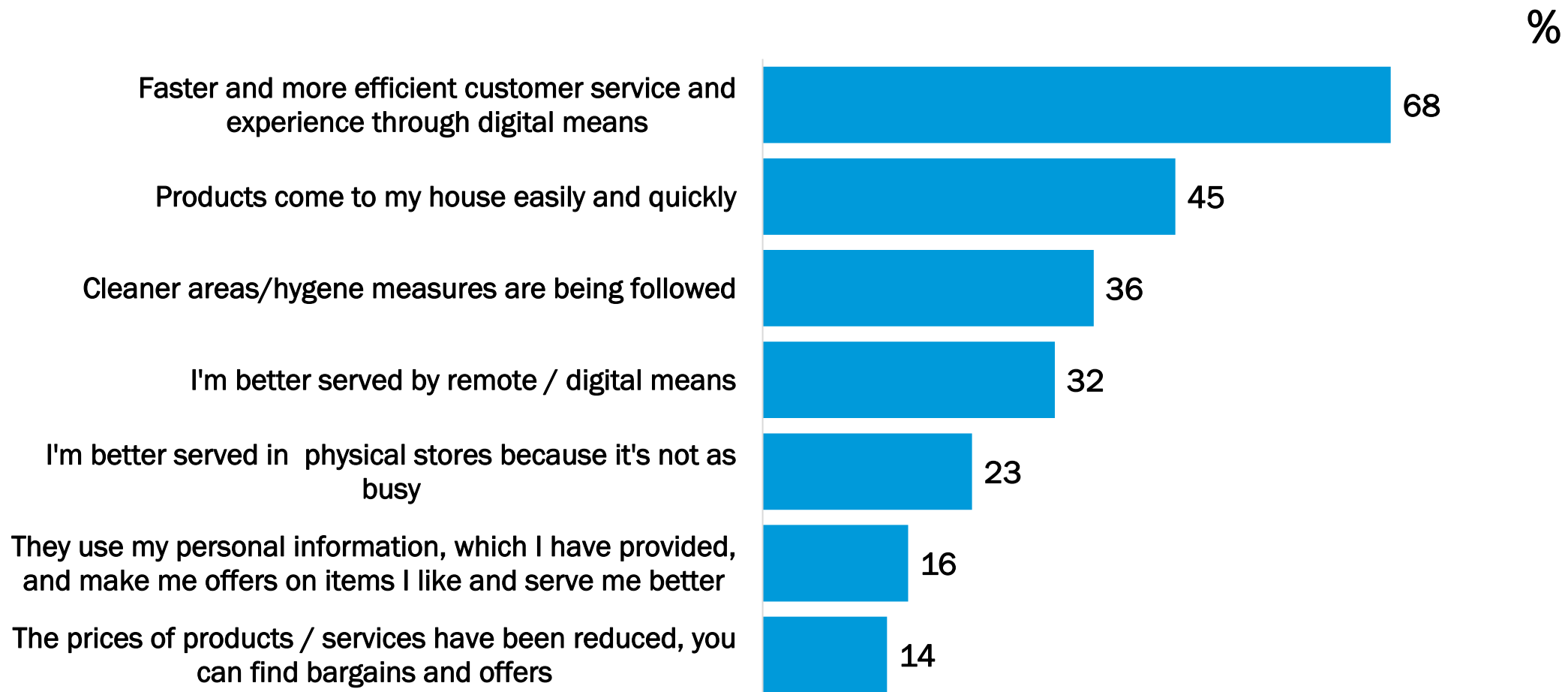
*“On a well-known island. I have arranged for us to go on a one-day boat trip around the island. We started with a delay of 45' and the captain, using bad weather as an excuse, announced that we cannot follow the original route but we should go to other places (less) and stay there longer until the end of the tour. After he dropped us off at the first **miserable beach** and the complaints started to get loud from everyone, he was forced to take us to the places we were supposed to go (and which were advertised) but not to all because following the different route he had run out of fuel. We spent all our day there and at the end **he asked for extra money which no one was willing to give**”*

However, there were also negative experiences from employees to customers...

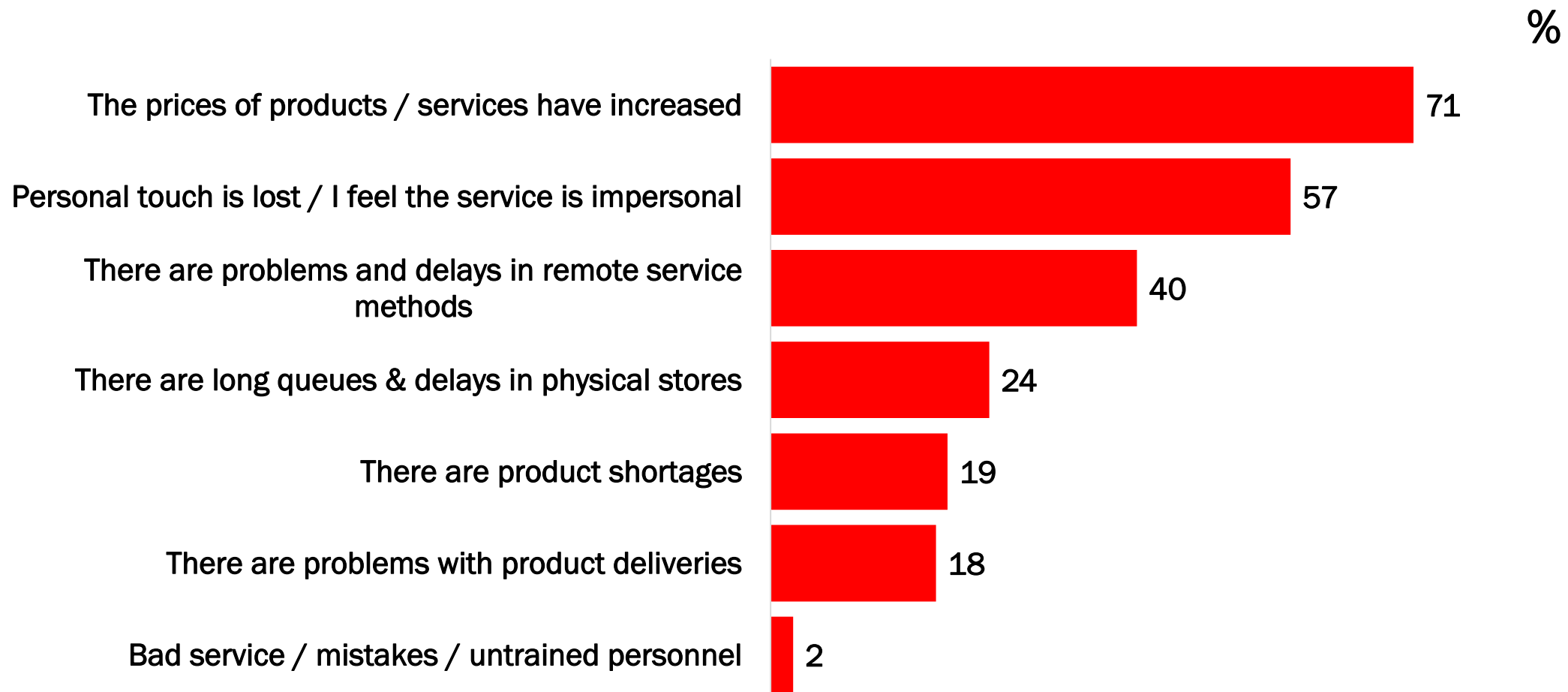
"One night at the restaurant where I work as a cook. Our kitchen is open and people are very close to the area where I prepare the dishes. Usually on Friday and Saturday evenings the restaurant fills up late (after 10:30). That night I had a group of 5 men in front of me. While they have ordered a bottle of alcohol, they wanted to smoke (smoking is prohibited inside the restaurant). So, at 11 o'clock since the restaurant is full and access to the exit is difficult, **they decided to light a cigarette secretly inside the restaurant.** At that moment, in a very polite way, I informed them that this is not allowed, and clearly annoyed, they tell me "how are we supposed to go out, can't you see what's going on?". Finally, they put out the cigarettes. After about 10 minutes, a smart guy from the group tries to light his cigarette again, trying not to be seen. Since I can tell by the smell, I inform the person in charge to intervene. After talking to the manager, they decided to leave the store **without paying for the bottle they had already opened, and while leaving, one of them spat on my work counter ostentatiously swearing at me.**"

**How is Customer Experience
getting better and worse lately?**

The reasons and ways customers believe customer service has improved over the years...

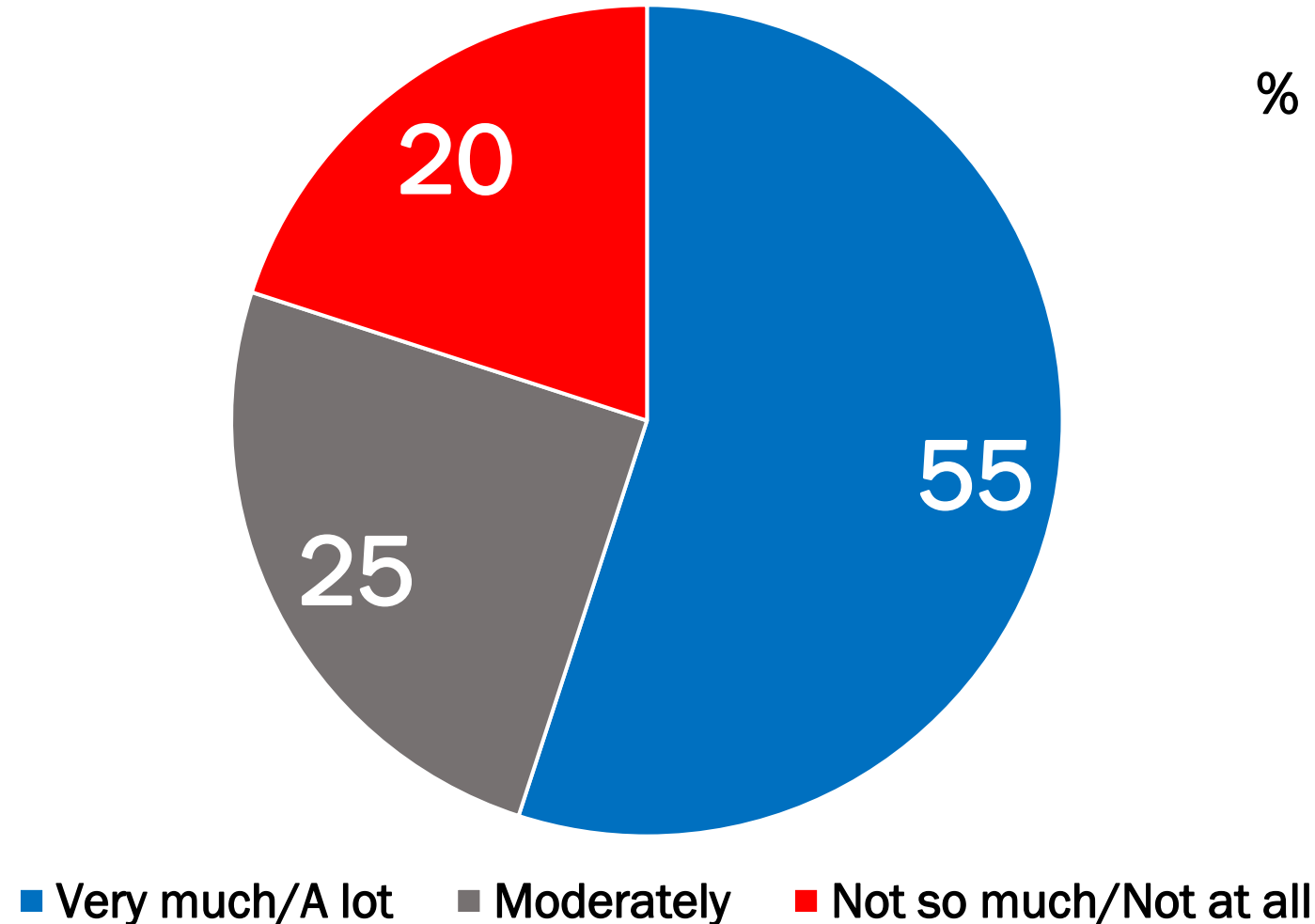


... however correspondingly, there are also the ways and reasons which customers believe worsens the experience



And as AI enters our life even more, more than one in two Greeks believes it also affects customer service/experience

Q. "How much does artificial intelligence help the quality of customer service?"



CX Stories

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Thank you!