

# The CX Stories : Actual Customer Experience Stories



March 2024



# The Focus Bari CX Stories

Twice a year (March - October) we record customer experiences with any organization through respondents' descriptions in their own words

Positive WOW CX Stories 😊 are recorded within the context of the National Customer Service Week of EIEP, which takes place every October, awarding the three most impressive ones

Negative OUCH CX Stories 😞 are also recorded since 2022, which also comprise sources of inspiration for improvement.

# An outstanding Customer Experience reflects the core corporate footprint of any organization!

**Philosophy & Mission**

**Loyalty & positive  
word of mouth**

**Profitability & growth**





## **We will see...**



Consumers share experiences



Experiences of the last six months



Building the “WOW” Customer Experience



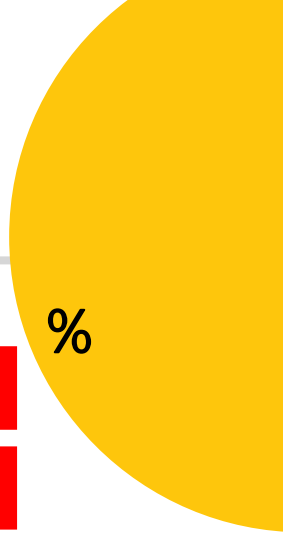
# Research Basic Specifications

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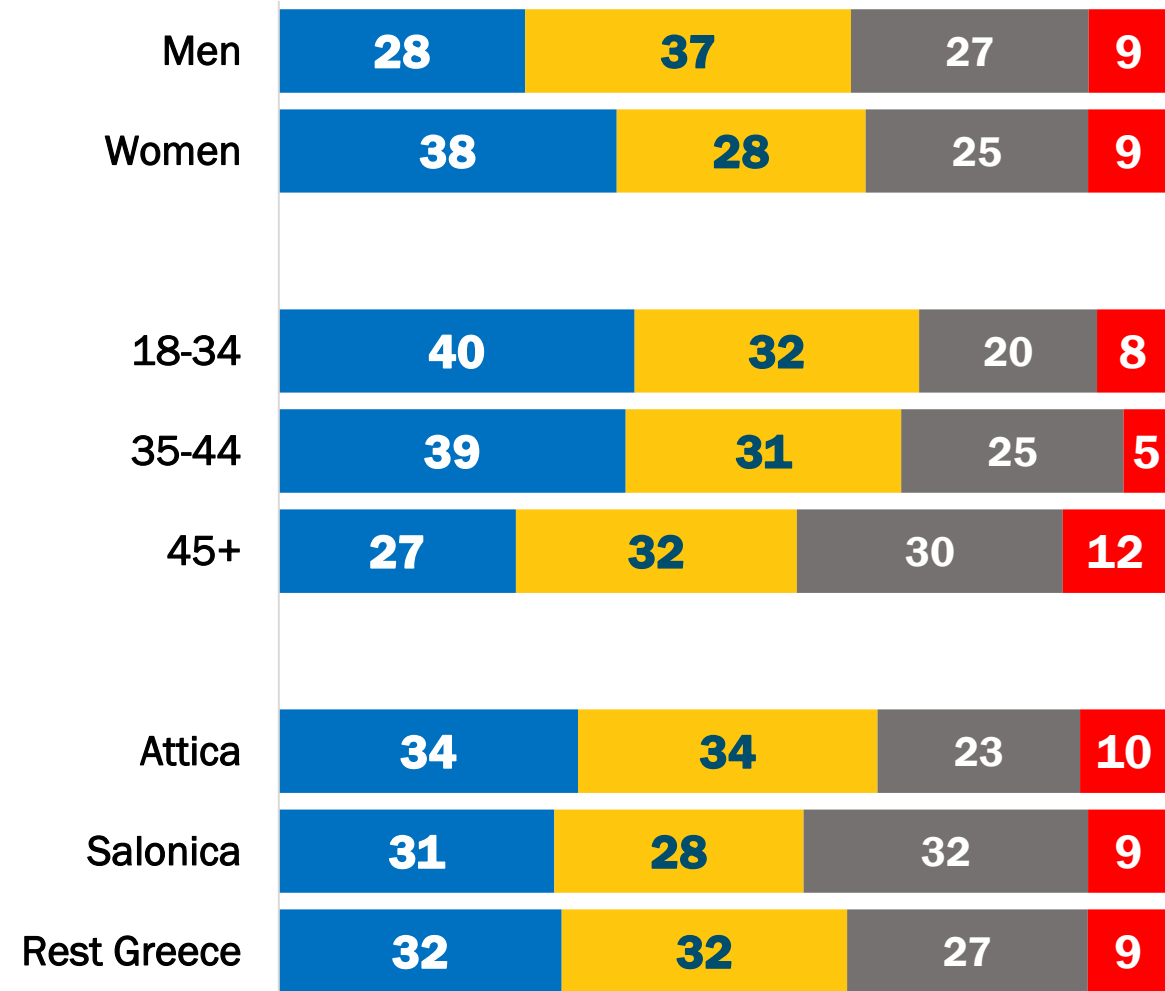
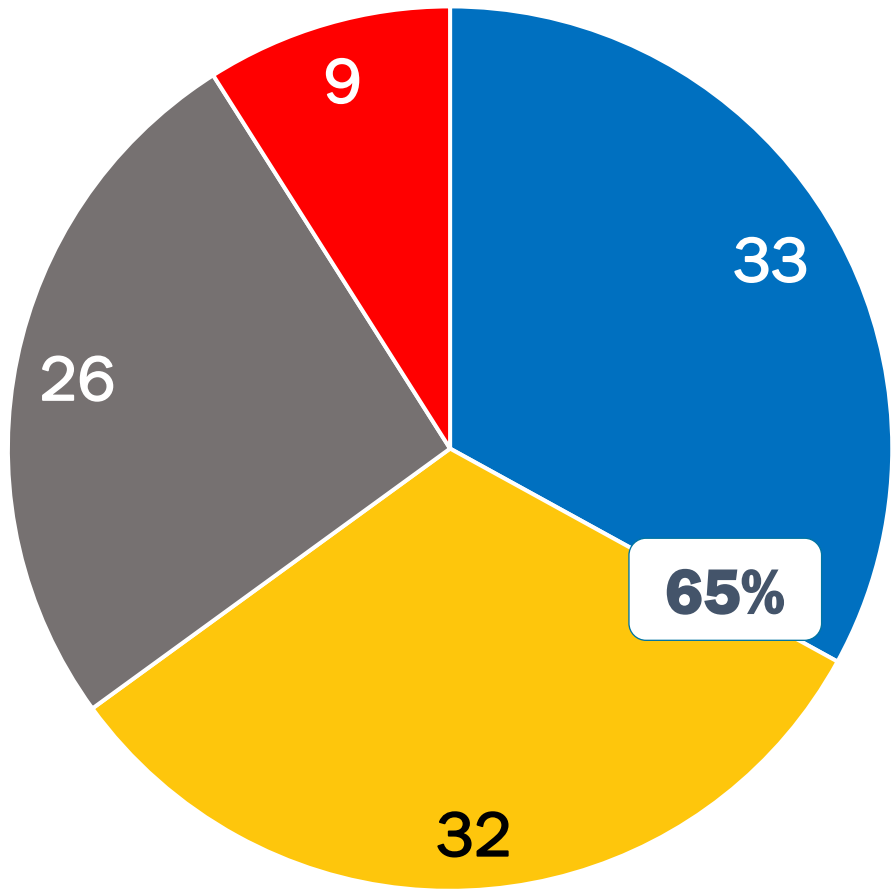
- Online interviews via YouGov panel
- Structured questionnaire
- Population: Men & Women 18-64 Nationally
- Cumulative sample: 604 people
- Fieldwork: March 2-6, 2024
- Focus Bari is the Affiliate Partner of YouGov in Greece ([www.yougov.com](http://www.yougov.com))

**Consumers share experiences**

# Consumers' experiences with organizations gain strength through their public sharing: 2 out of 3 Greeks consult reviews and evaluations before choosing a product or service.



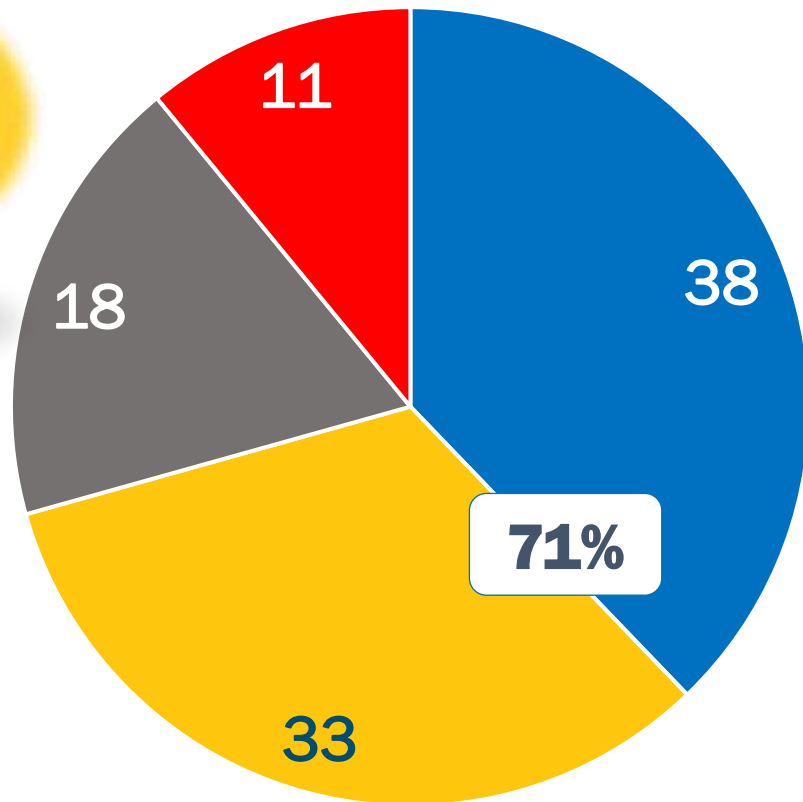
Q. «How often do you read reviews and evaluations before purchasing a product or service?»



- Always/almost always
- Systematically/quite often
- Sometimes yes/sometimes no
- Not so often/rarely/never

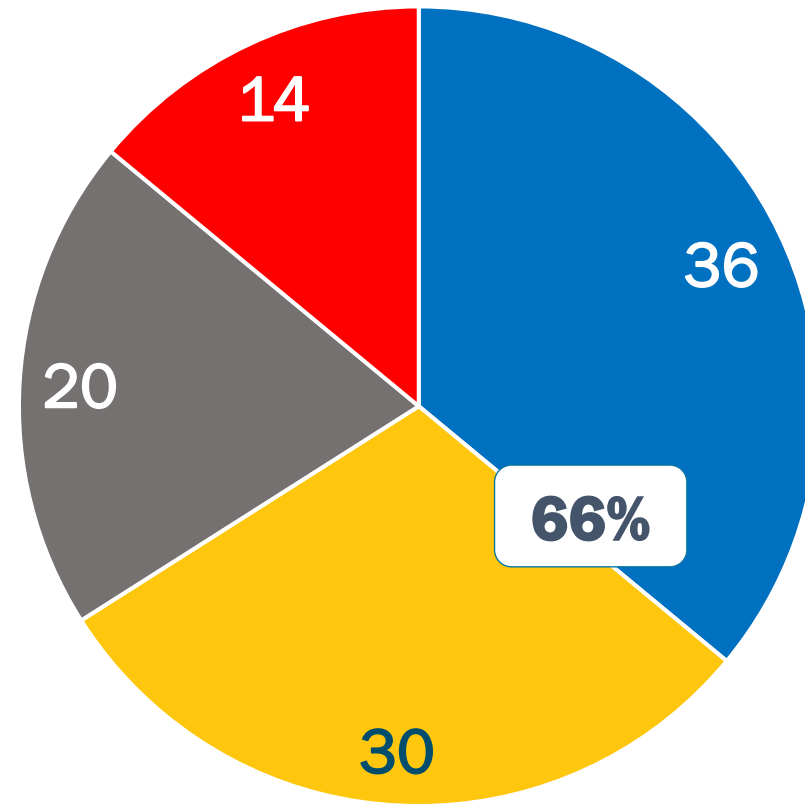
# Consumers share online (on their own initiative):

A WOW experience



%

An OUCH experience

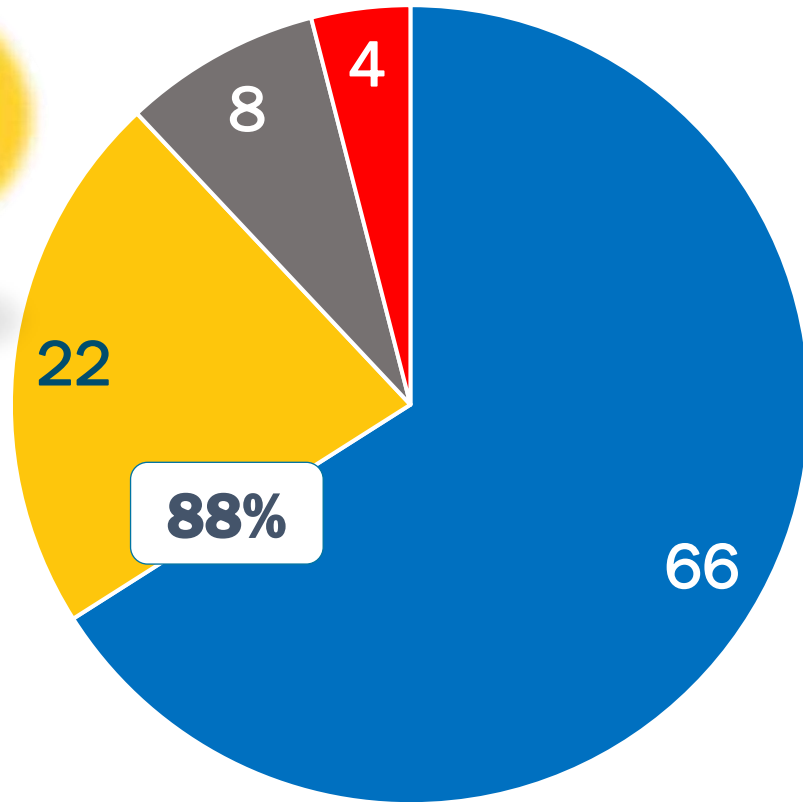


■ Often/systematically ■ Sometimes yes/sometimes no ■ Not so often ■ Rarely/never



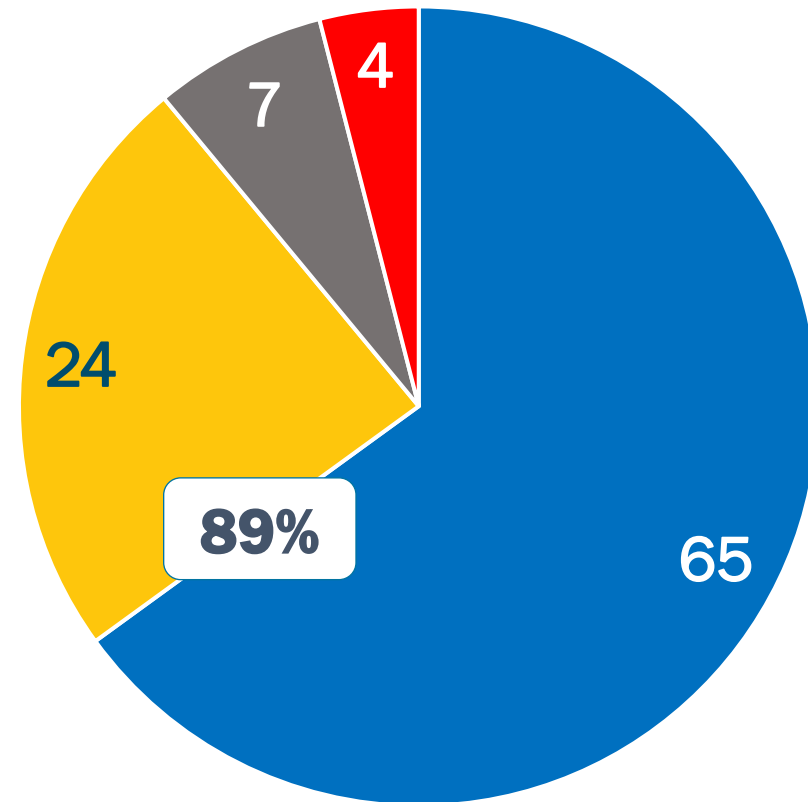
# Consumers talk to their friends/peers:

About a **WOW** experience



- Often/systematically
- Not so often/rarely

About an **OUCH** experience

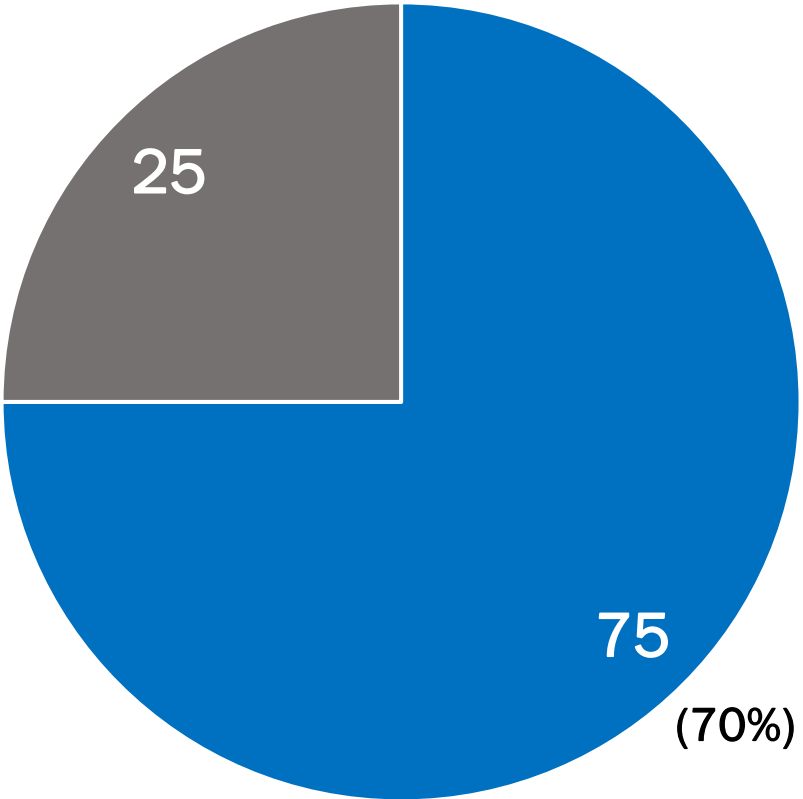


- Sometimes yes/sometimes no
- Almost never/never

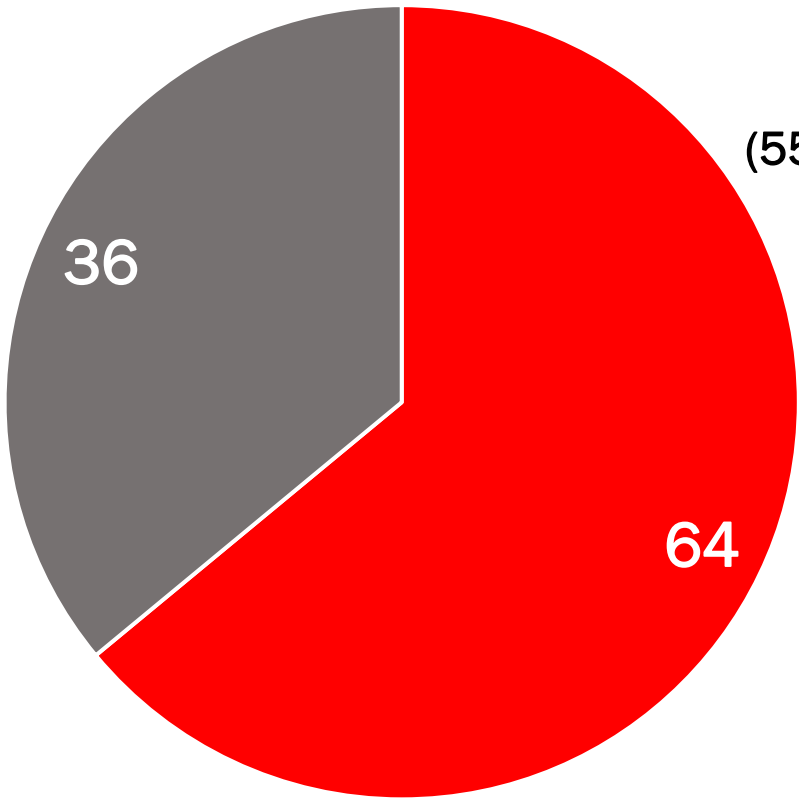
# Experiences of the last six months

# The March 2024 CX Stories survey shows that consumers had both WOW and OUCH experiences

Had at least one “WOW” experience during the last 6 months



Had at least one “OUCH” experience during the last 6 months



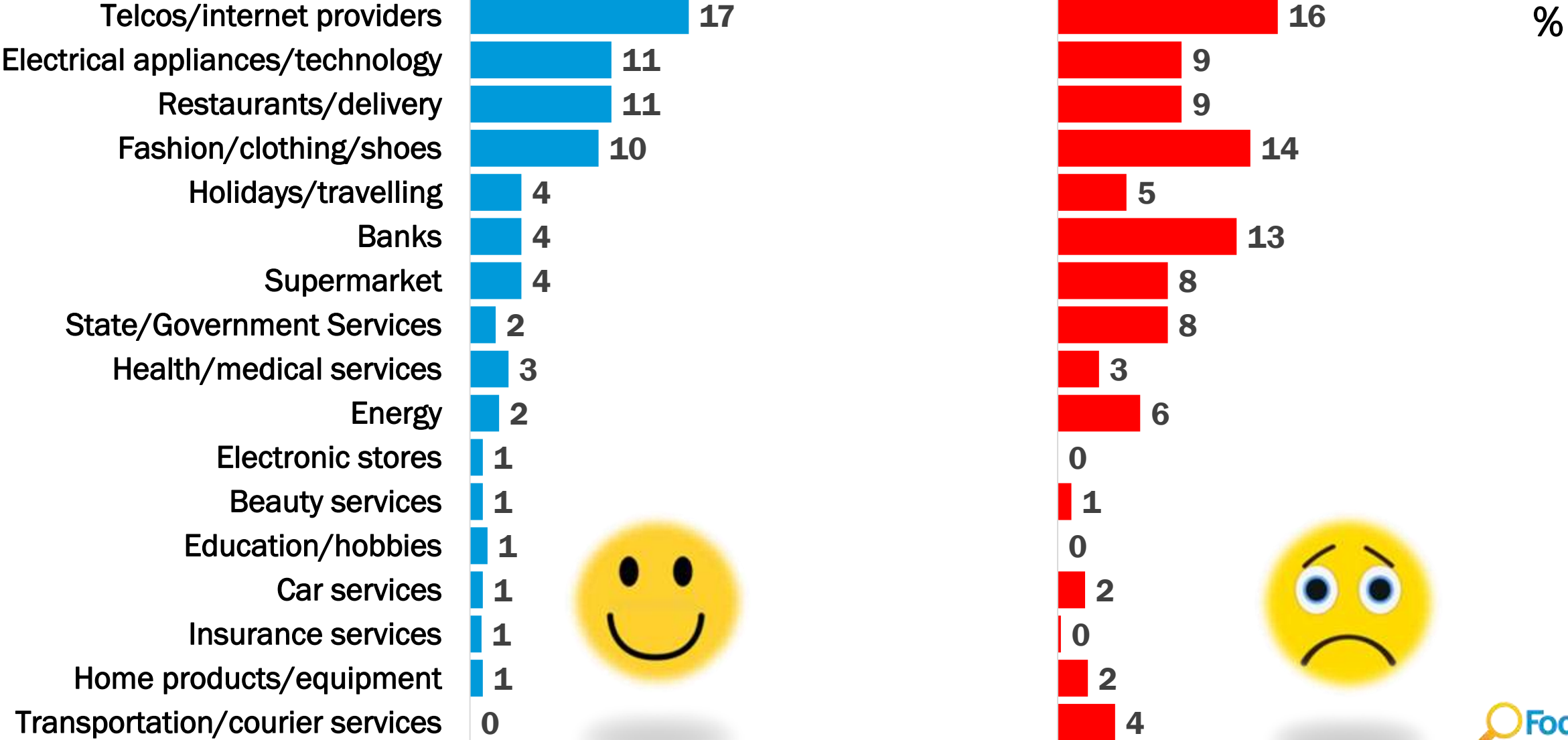
■ At least one positive experience

■ None

■ At least one negative experience

October 2023 findings in brackets

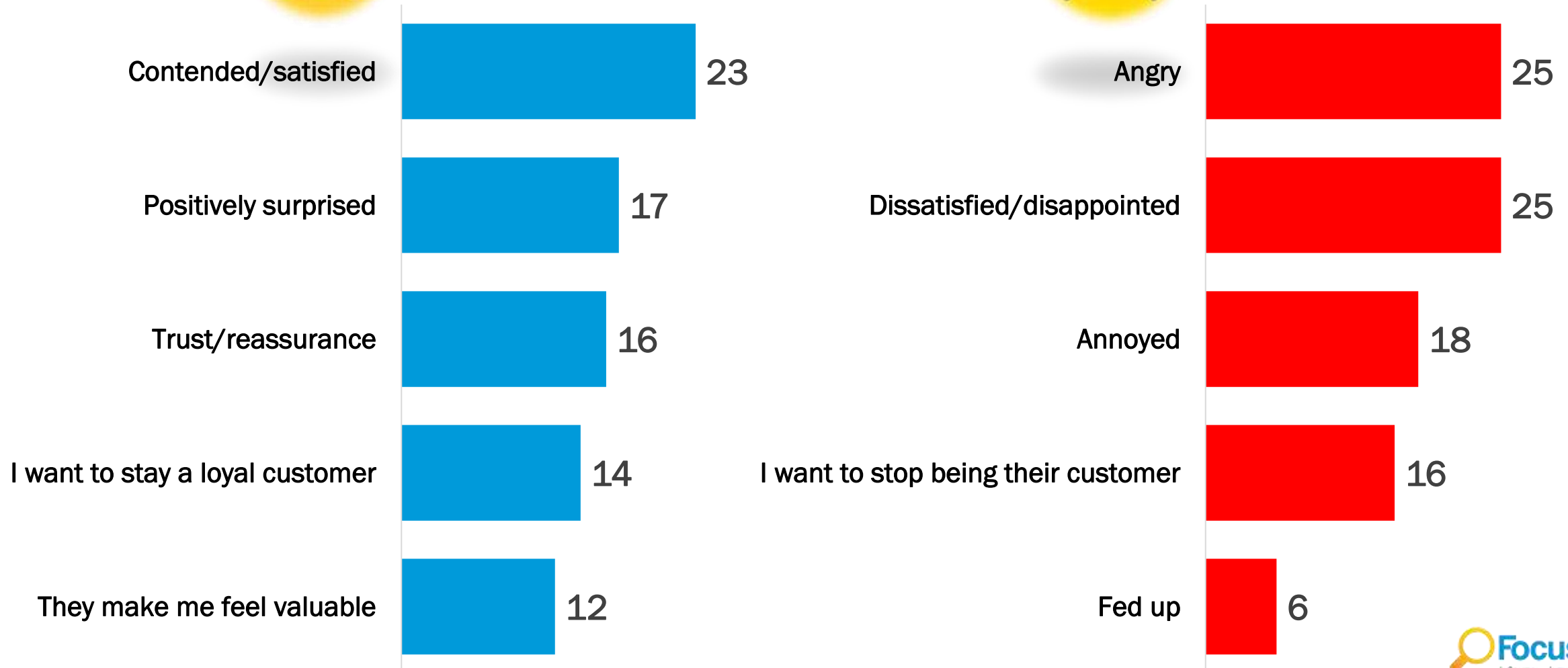
# Both positive and negative experiences have been lived with a wide variety of organizations/industries (percentages on total population)



# How does the customer feel in each case?



%



**The greatest value of this research lies in the descriptions of experiences from consumers themselves in their own words.**

**Through these “CX Stories”, one can see how an organization can build its relationship with their customers. Some such positive experiences are...**

# When the company rectifies its mistake or mishap, turning it into an unforgettable experience!

*«I was at a hotel in Corfu, and due to wear and tear, the bathroom broke, flooding the room and part of the floor. The hotel management acted promptly and, beyond changing our room and offering apologies, **provided us with a free upgrade** to a suite and a voucher for all services within the unit and the group.» **(The Recovery)***

*«A few months ago, lightning struck and burned the OTE cabinet along with many phones and routers in the area, including ours. OTE **restored the problem the same day** and immediately gave us a new router» **(The Recovery)***

# When the company empathizes and demonstrates understanding during a mishap experienced by the customer

«I *fell victim* to theft, as a significant amount was stolen from my bank account by an online American casino with which I had no prior contact (generally with gambling). This happened 3 days before I left for vacation, essentially losing my entire travel budget. The *response from the bank was immediate*, and they refunded the amount within 2 days (!), allowing me to go on vacation where I met my girlfriend, with whom I've been together ever since» **(The non-qualifying customer)**

*Note: Through this particular experience, the customer associates the specific bank with a positive outcome in his life, reinforcing the positive experience as a basis for long-term loyalty.*



# When the company acts with kindness by making a gesture that you didn't expect

*«I went to a pastry shop for ice cream, and a poorly dressed child brought some coins to buy ice cream for himself. Even though they weren't enough, as the saleswoman said, and he was about to leave sadly, another **saleswoman jumped in** and said, 'These aren't enough for that, but look, **we're giving this as a gift.**' She put three different flavors in a cup AND generously filled it up!*

*It was a **very sweet and tender gesture.** But what stuck with me the most was the **look on the little boy's face** and then on his mother's outside, thanking without speaking. **The warmth of her smile... If only everyone was like that!!!»** (**The Over & Above – a pleasant/positive surprise with human touch**)*

# When the company goes above and beyond—beyond the ordinary—to meet the customer's needs

*«From an online store I found on Instagram, located in Lefkada, I requested a pregnancy announcement souvenir to surprise my grandfather on his birthday. I contacted the store quite late, and despite the fact that she was not well, **she did everything possible to serve me!***

*The owner personally took it to the courier company, **paid for urgent delivery herself**, and the product arrived on time for the occasion we needed it for» **(The extra mile & the Speed)***

# When the company exhibits such an attitude that makes you feel that you are treated humanely and personally.

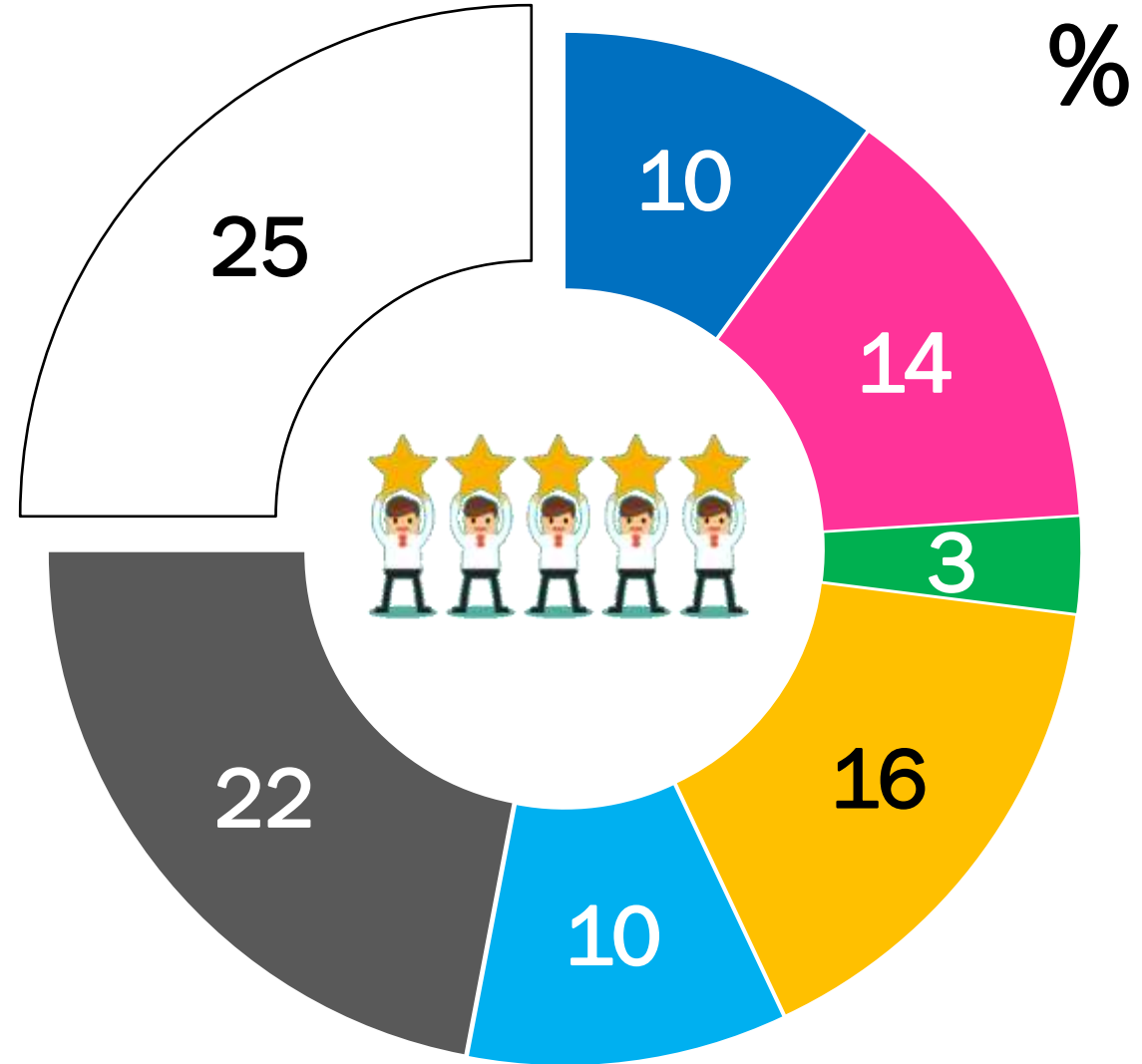
«At the supermarket checkout, a small *mishap on the counter* caused my jacket to get caught and be *slightly torn*. The cashier called the manager, who came immediately and apologized to me, asking me for the value of the jacket.

Within two days, they called me to come to the store and handed me a *gift voucher equal to the value of the jacket*. This gesture of kindness from them was exceptional.» **(The over and above – something you never expected!)**

# How can we classify the types of a **WOW** Experience?

Through five different classifications!

The March 2024 stories showed that...



■ The extra mile  
■ The recovery  
□ No positive experience

■ The over and above  
■ The speed

■ The non-qualifying customer  
■ Mere satisfaction

**On the other hand, we also observe the negative experiences, again through the narratives of consumers in their own words.**

**Experiences that do not make any organization proud, and which mostly stem from policies/procedures as well as human behavior. Some of them are...**

# When the company deliberately deceives the customer secretly/in a hidden way

*«I went to a mobile store to inquire about my appointment for **internet installation** to proceed with my connection and also to purchase a **mobile phone device**. The employee didn't have the phone I wanted, and **tried to sell me a different one**. When I didn't take it, **they canceled my application** for home internet connection!*

*I found this out later when I went to ask why the person didn't come to connect me on the agreed date and time! **Absolutely unacceptable, I have the worst impression of this company!**»*

# When the company puts the customer through a lot of inconvenience until he is served

«I was expecting a package from abroad. On the day the courier sent me a message that they would deliver, I waited for them at the door. After a while, they sent me another message saying they couldn't find me and that if I wanted to receive it, I should go and pick up my package myself.

Otherwise, the package would go back on route for me the following week! I contacted the company abroad and obviously, they, along with the courier here, had my package delivered to my house the same afternoon. It's tragic to have to make so many phone calls, waste so much time, and have my nerves skyrocket for the obvious things that they should have taken care of themselves!»

# When the company profits at the expense of the customer.

«At a kitchenware and spare parts store, I asked for a specific mechanism for a drawer with a particular code, which is relatively expensive. They informed me that they no longer represent that particular company and *proposed something similar, of equally good quality but cheaper.*

*I didn't refuse, I trusted them, bought the spare part, and left. Less than 2 months later, the spare part broke. I approached the store with the purchase receipt for replacement. Their response was that the warranty does not apply if the damage comes from a spare part from another company, but this was not my responsibility and I am very angry. I will never go back to that store again!»*



# When the staff is rude/indifferent to the customer

«On the day I hurried to pick up *my student ID* from a well-known *telecommunications provider*, something I had been waiting for over a month, while the store was almost empty and the responsible *employee was at the front door chatting with a friend*, I asked her if I could pick up my ID, for which I had received a notification that it had arrived.

She told me that *without an appointment, I couldn't get it* and that everything was booked that afternoon, again, I repeat, the store was almost empty of customers. I went to book the appointment and went through another wait, even though *she could have served me on the spot because my ID was already at the store. Unacceptable behavior!* »

# When the company doesn't listen, doesn't care, and doesn't effectively resolve the customer's issue

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«I switched my telco provider and it was the worst choice I could make... I changed my mind and asked to cancel because I had a period of 14 days to notify them that I wanted to stay with them, as written in my contract.

I called, couldn't get through, no communication, their lines were terrible, a lot of waiting, and I couldn't hear them... They told me to go to a store even though the store told me I should talk to them over the phone and in the end they disconnected me without informing me, even though the papers/contracts we signed had the provision of 14 days wait if I changed my mind and wanted to stay... NAME, the worst company! Stay away!»

**What builds and what destroys the  
WOW Customer Experience?**

**And how is CX improved or  
worsened during the last few  
years, as observed by consumers?**

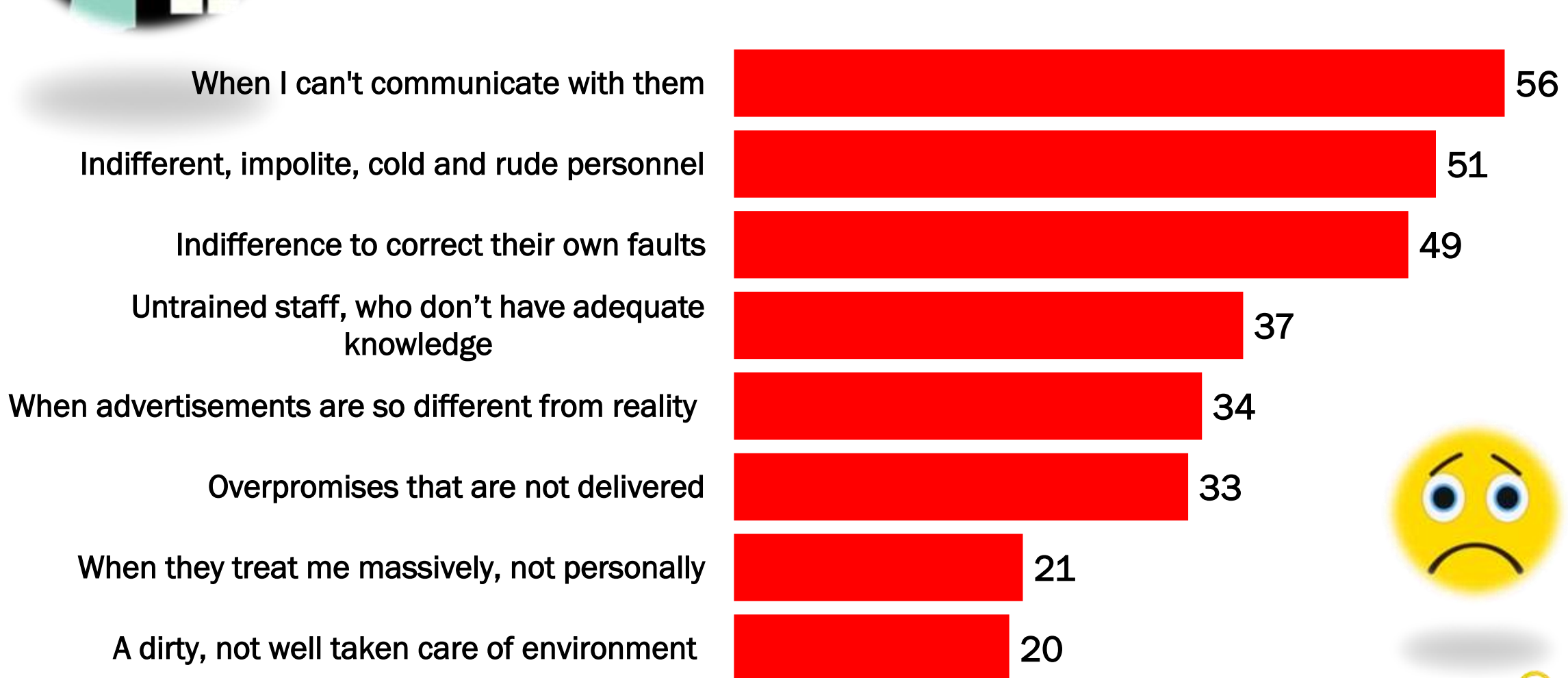


# What builds a WOW experience?

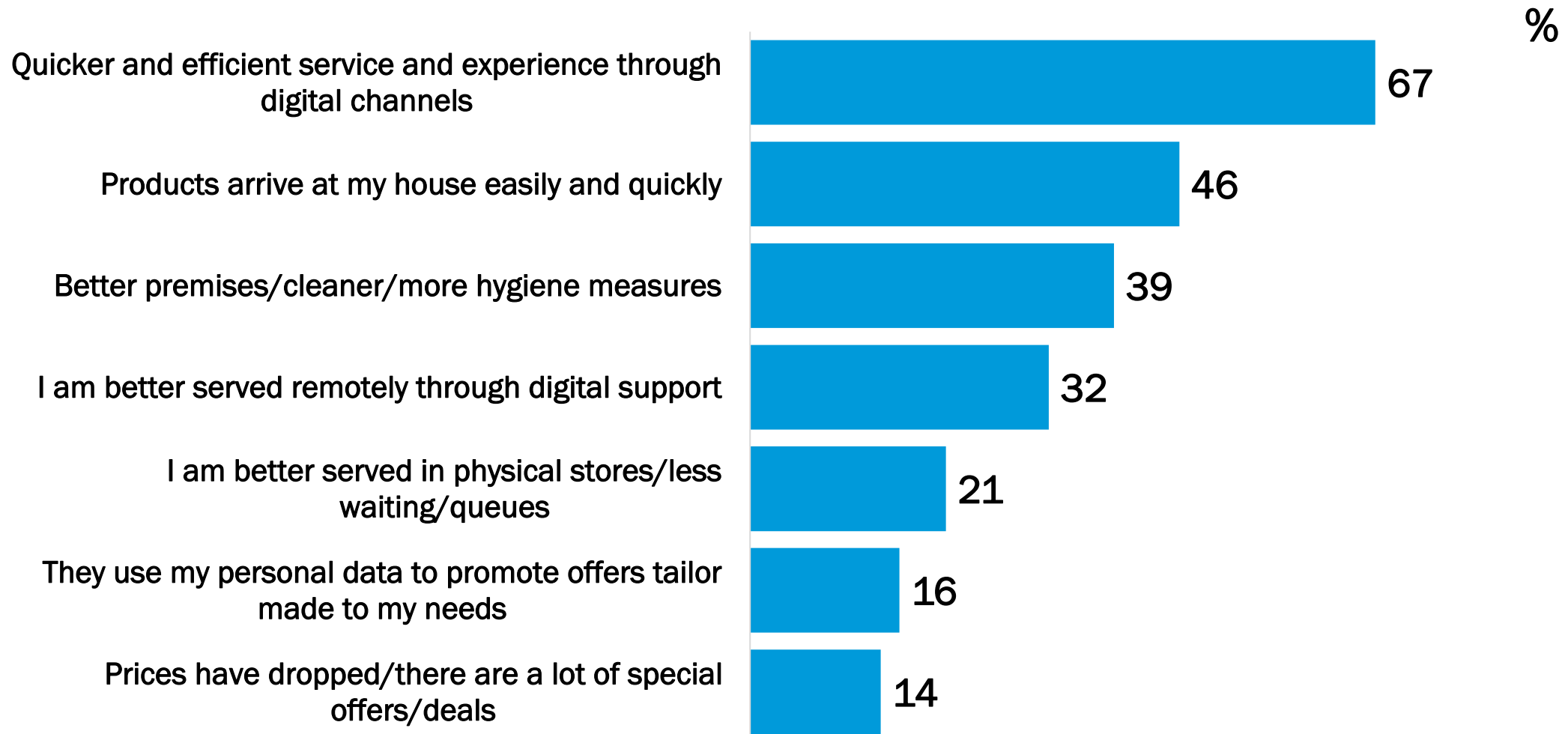




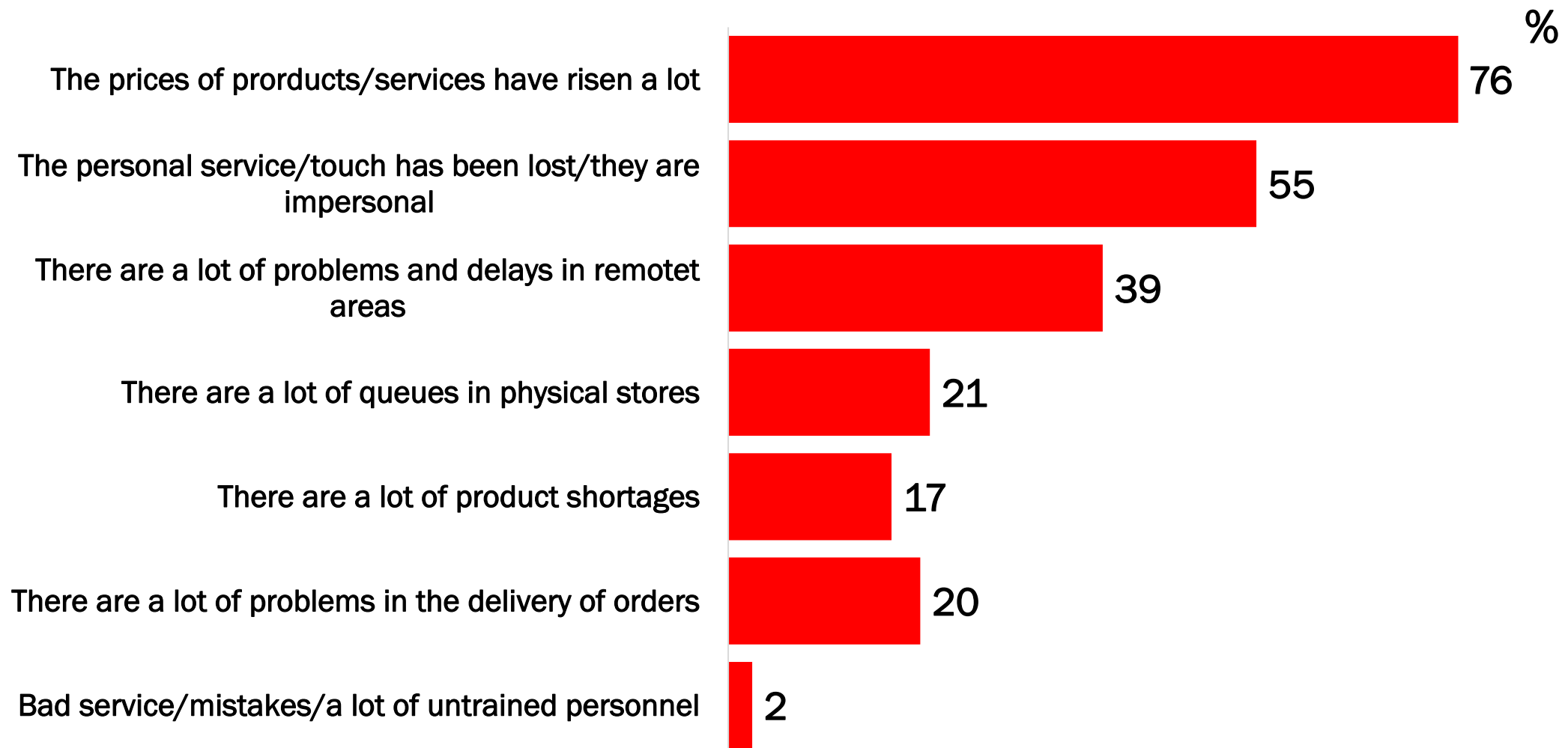
# What destroys experience? «OUCH!»



# Reasons and ways consumers feel that CX is improving over the last few years...

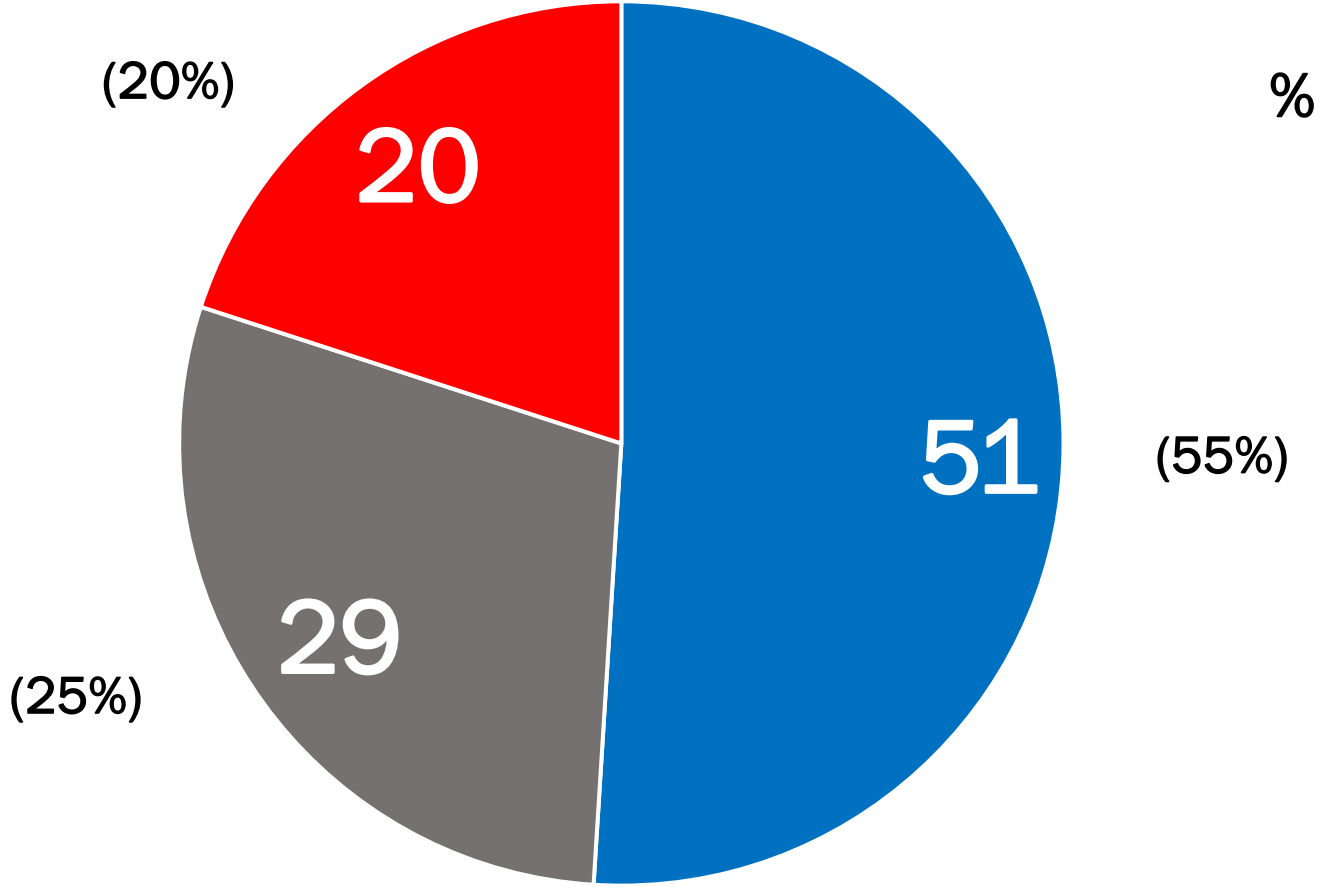


# ...however, there are also ways and reasons that they feel that customer experience gets worse lately



# And as AI gradually enters our lives, more than 1 in 2 Greeks expect CX to improve with the use of AI

Q. «How much do you believe AI will help customer service/experience to improve?»



October 2023 results in brackets

■ Very much/quite a lot   ■ Average   ■ Not so much/at all



# Key Takeaways

- In the past semester, three out of four Greek consumers experienced at least one positive experience with an organization/business, which made them feel joy, trust, and loyalty, but also...
- At the same time, two out of three experienced a highly negative experience, which troubled them and made them feel anger, annoyance, and led them to declare that they never want to be customers of that organization again.
- Both positive and negative customer experiences are encountered by a multitude of organizations and businesses, and what each sector should note is the comparison between the two: are positive experiences much more than negative ones or the opposite?
- Customer experience—apart from being a "sacred mission" for every business—is today a huge source of "word of mouth" advertising, as two out of three consumers share their experiences publicly online—whether positive or negative—and nine out of ten talk about their experiences to friends and in their circles.
- A positive customer experience is built through quality, consistency, keeping advertising promises, error correction, speed of service, and above all, courtesy, genuine human interest, and appropriate training of personnel.

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