

Greece meets VOICE AI: Trust or hesitation?

24 July 2025

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Research specifications

Online structured interviews

Population: Adults, 18+ nationwide

Representative sample: 1,007 individuals.

Conducted by: YouGov panel

Fieldwork: July 2025

Focus Bari: Affiliate Partner YouGov



Thank you!

We'll explore...



Attitudes and perceptions about the role of AI



Contact with VOICE AI; opinion



And now what? Food for thought Q; A's

A: Attitudes and perceptions about the role of AI



Public image of AI remains "mixed": it now generates more scepticism than enthusiasm

«The impact of AI on society will be...»

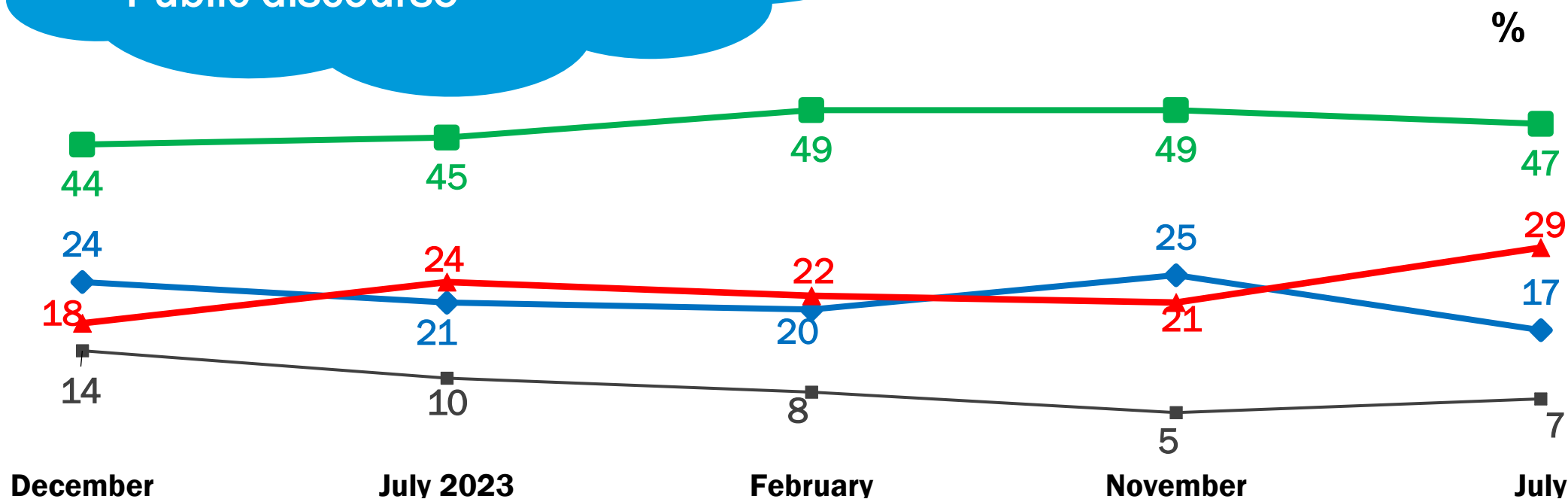
Public opinion remains **cautious**,
Influenced by
Public discourse

More positive than negative

Equally positive & negative

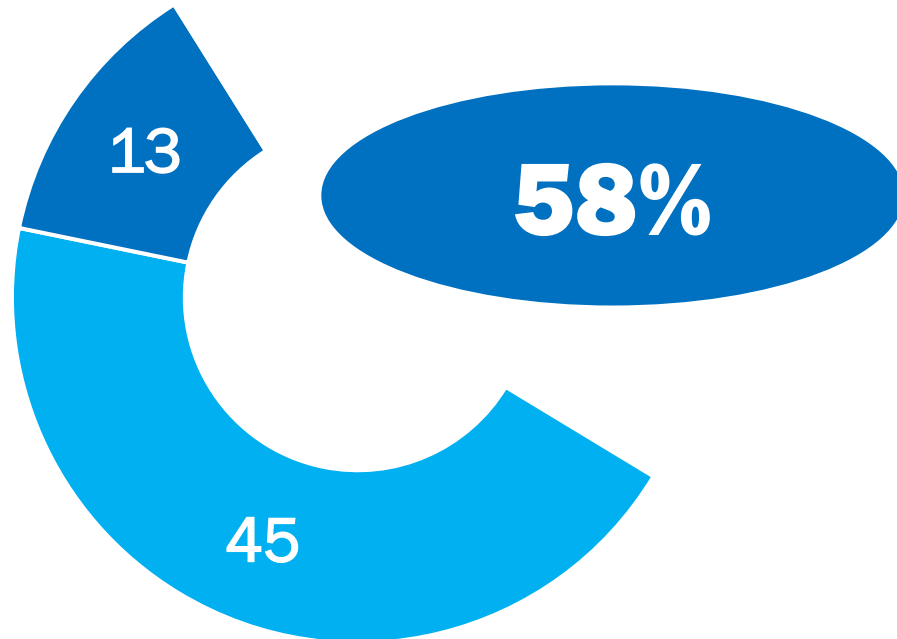
More negative than positive

I don't know



The contribution of AI to careers is also ambiguous: professional prospects or concerns about "replacement"?

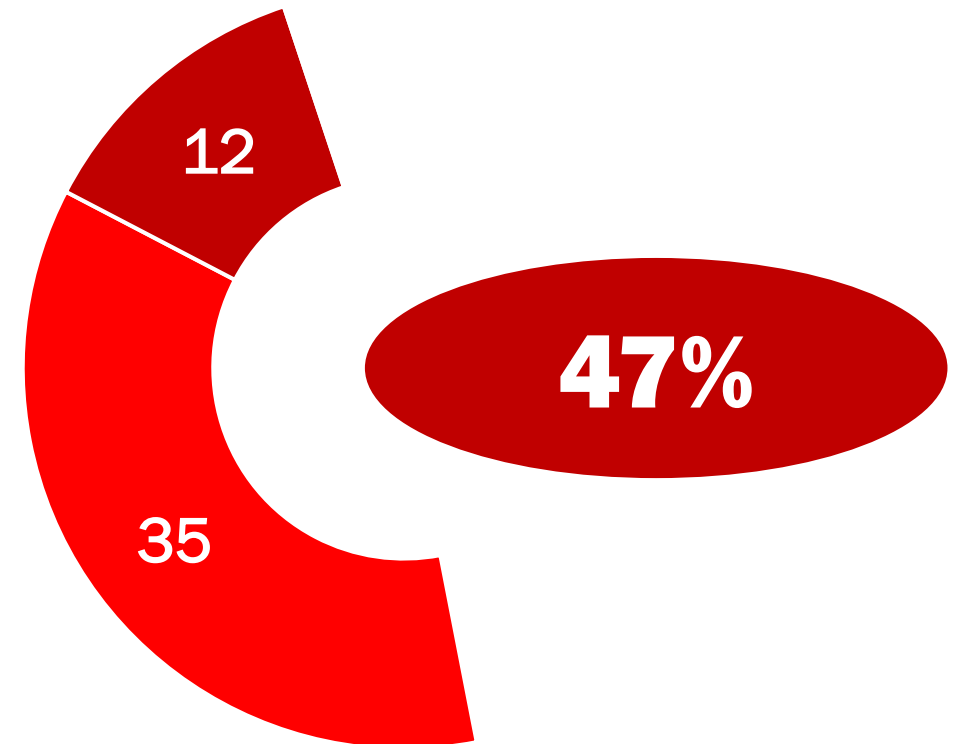
"Using and knowing about IT tools *can improve* my job prospects."



■ Yes, to a large extent

■ Yes, to some extent

"IT *could replace* my job in the future" %

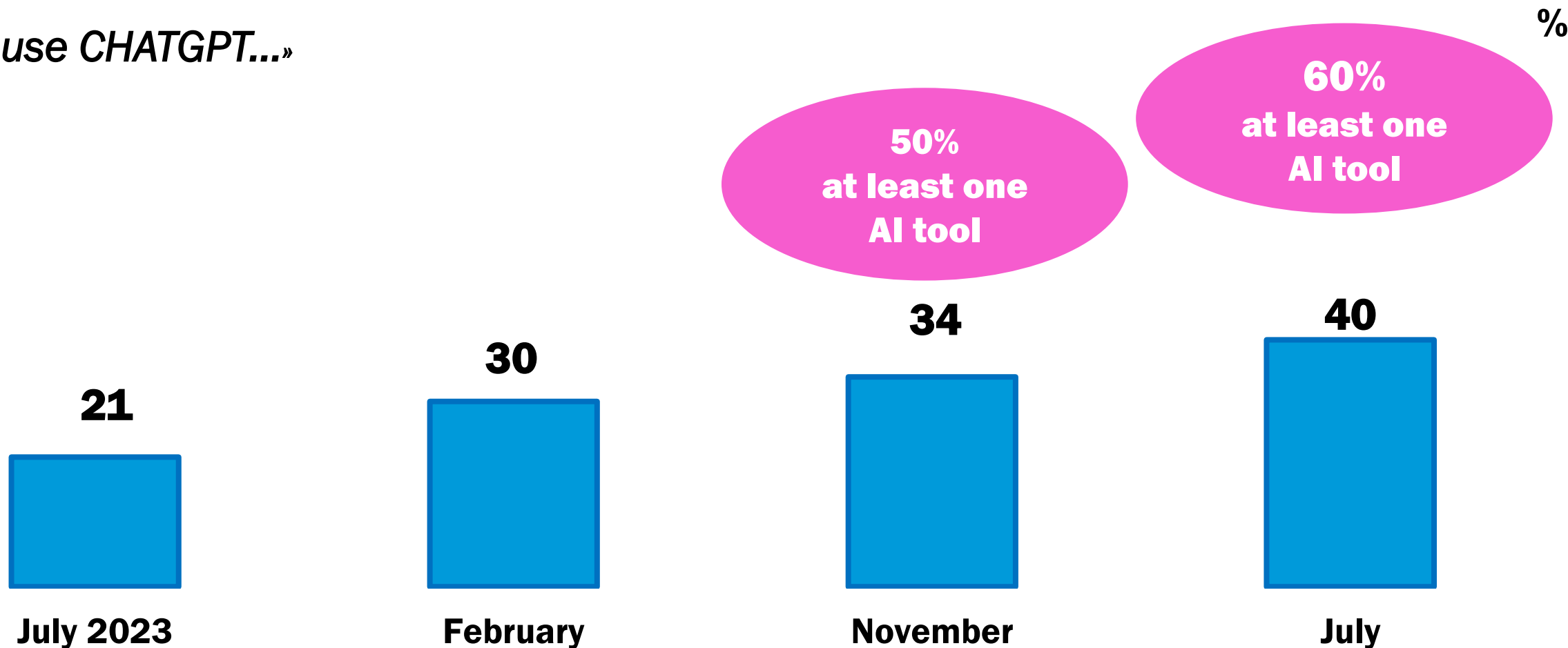


■ Yes, I believe so—I am very concerned.

■ Yes, I believe so – I am somewhat concerned

Nevertheless, 3 out of 5 Greeks use at least one AI tool, with ChatGPT consistently dominating

«I use CHATGPT...»



B: Contact with "VOICE AI" : opininion



VOICE AI: how we presented it



Voice AI: use of telephone agents created with the help of Artificial Intelligence.

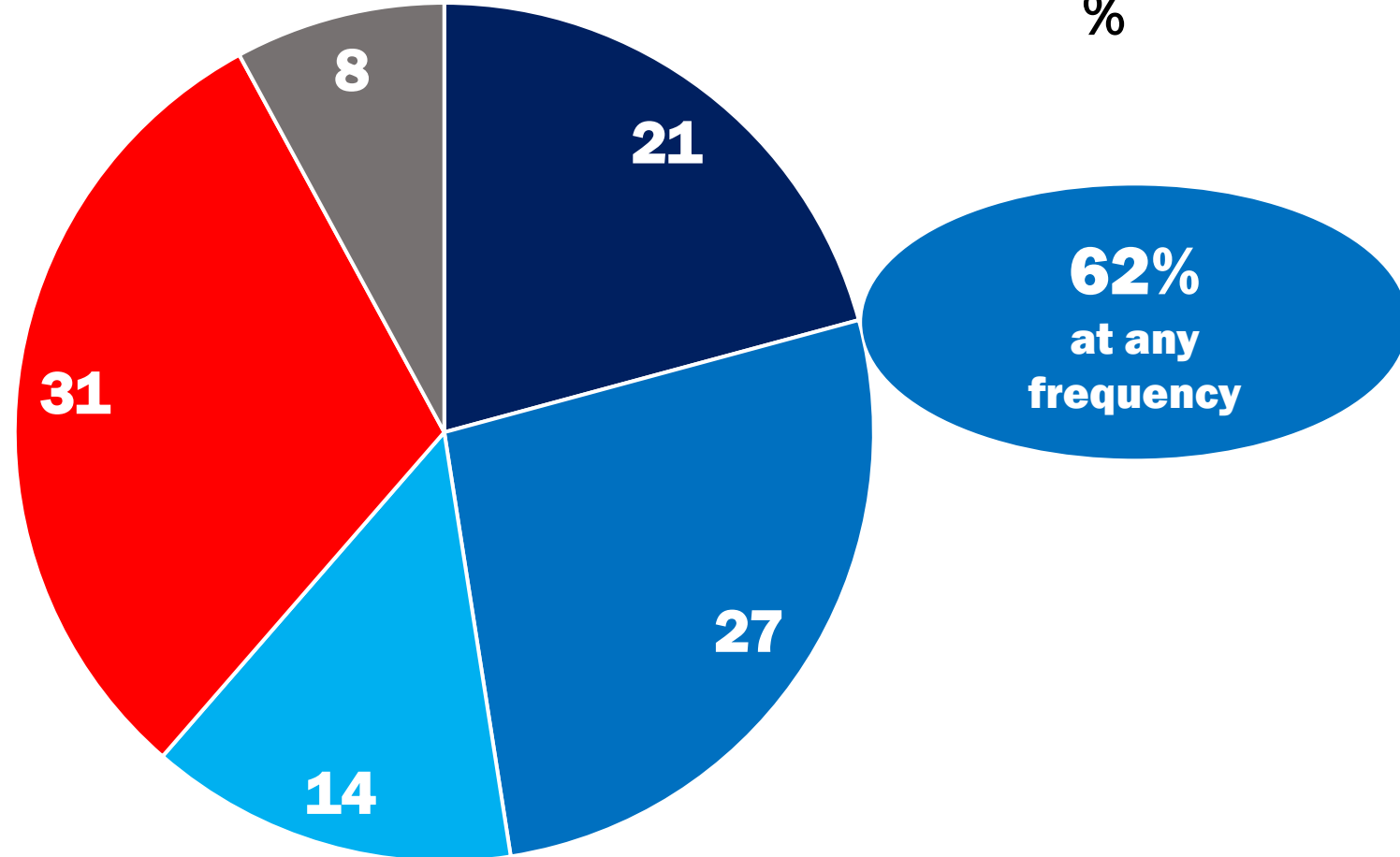
AI telephone agents can assist you in company call centres, call you for telemarketing, or invite you to participate in market research/polls. **Their voice sounds human, they are specially trained, and they always inform you that they are digital assistants or researchers.**

Have you ever spoken to a Voice AI agent on the phone, either because they called you or you called them, e.g. the call centre of a company?

Has the experience already begun?

Nearly **two in three** claim to have interacted with VOICE AI apparently **confusing it** with traditional IVR systems

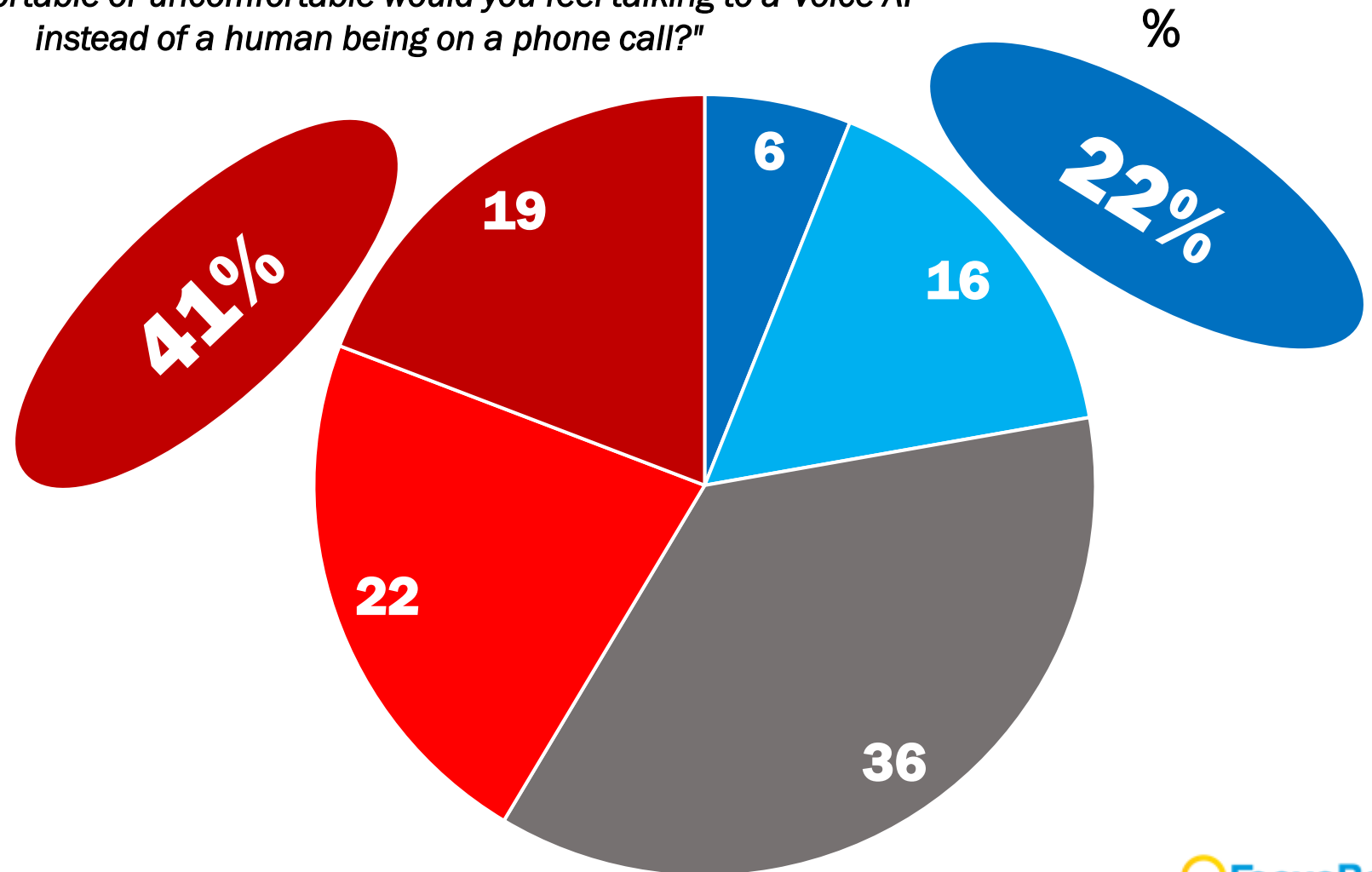
I have conversed with VOICE AI...



Mainly by calling the customer service call centre of a large organisation themselves

Experience with Voice AI so far is not particularly positive: One in five feel comfortable with the idea of a non-human phone conversation, while twice as many feel the opposite!

"How comfortable or uncomfortable would you feel talking to a Voice AI instead of a human being on a phone call?"



Voice AI as... an effective conversational partner?

Greeks are roughly divided into three equally sized "groups":

"How well do you think a Voice AI agent can serve you or handle a phone conversation as effectively as a human?"

%

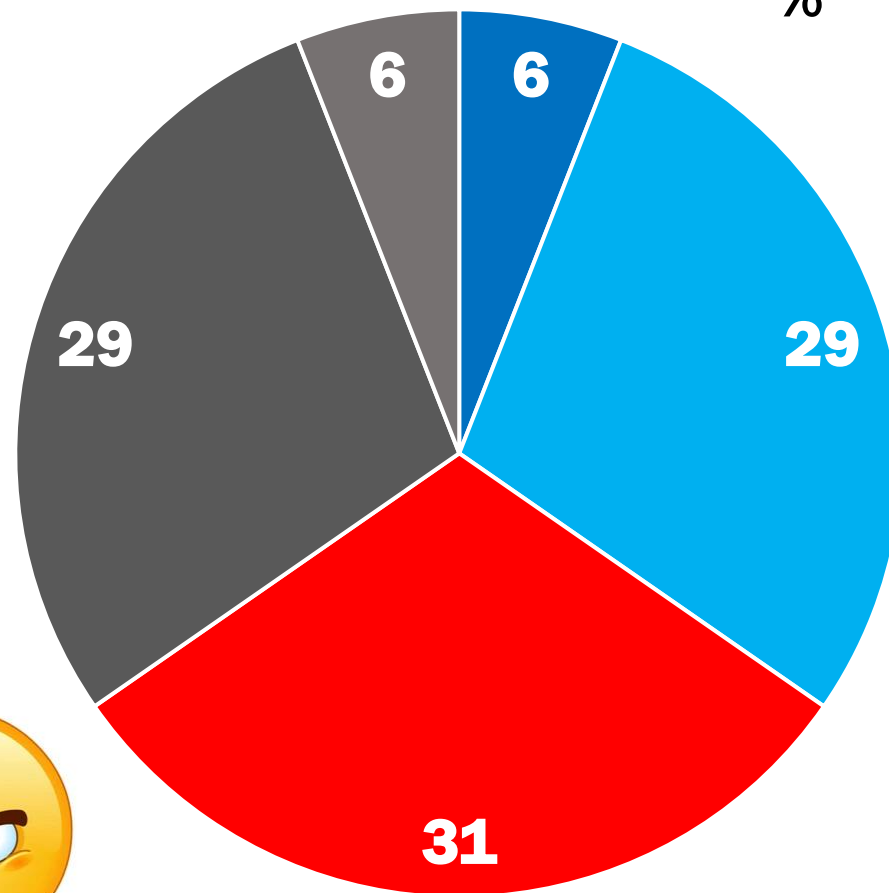
Yes, it can perform just as well
(if properly trained)

Yes, if it's just simple issues/short
conversations

No, I don't want it out,
I always prefer to communicate with a human

It depends on the situation,
not all conversations are the same

I don't know/I have no opinion

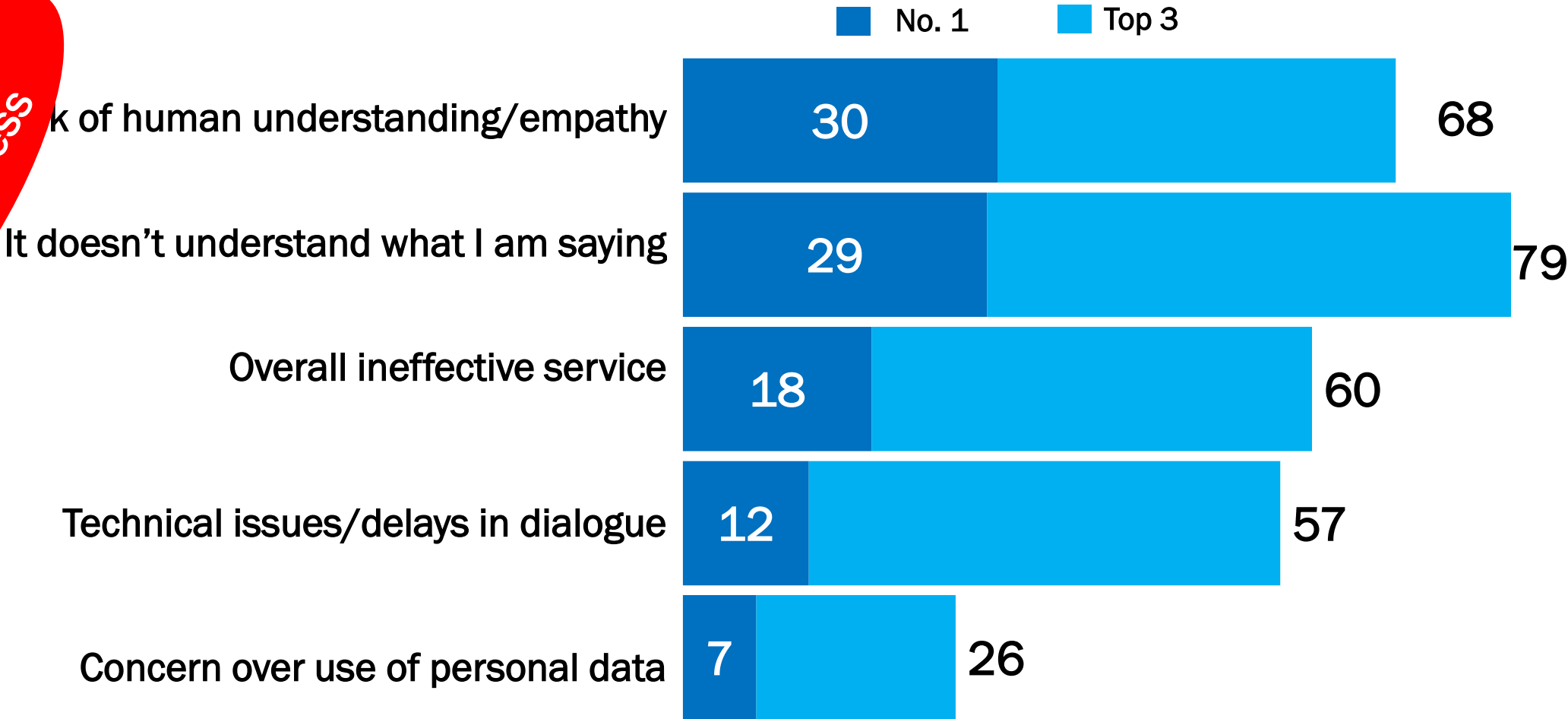


Top concerns about conversations with Voice AI: it is not (yet) "human" enough!

"What are *your main hesitations or fears* regarding Voice AI?"

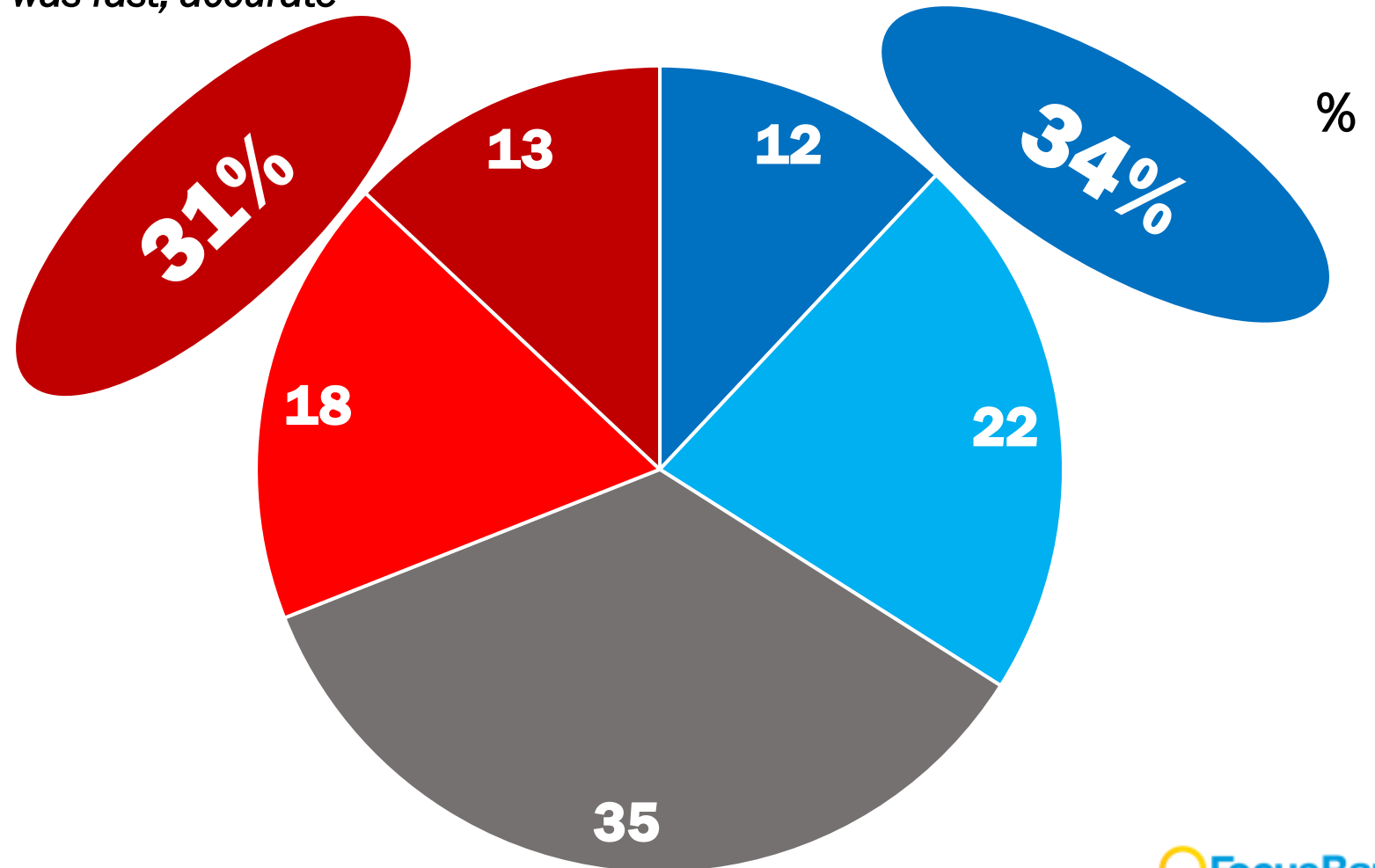
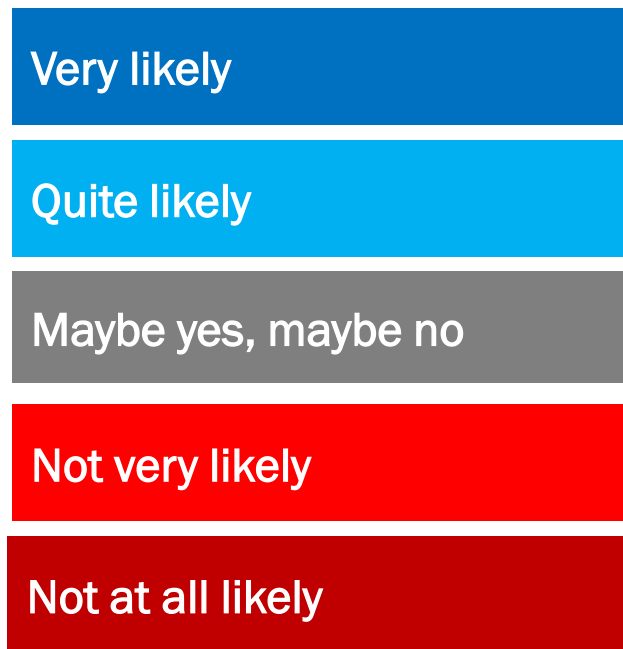
%

Main issues effectiveness



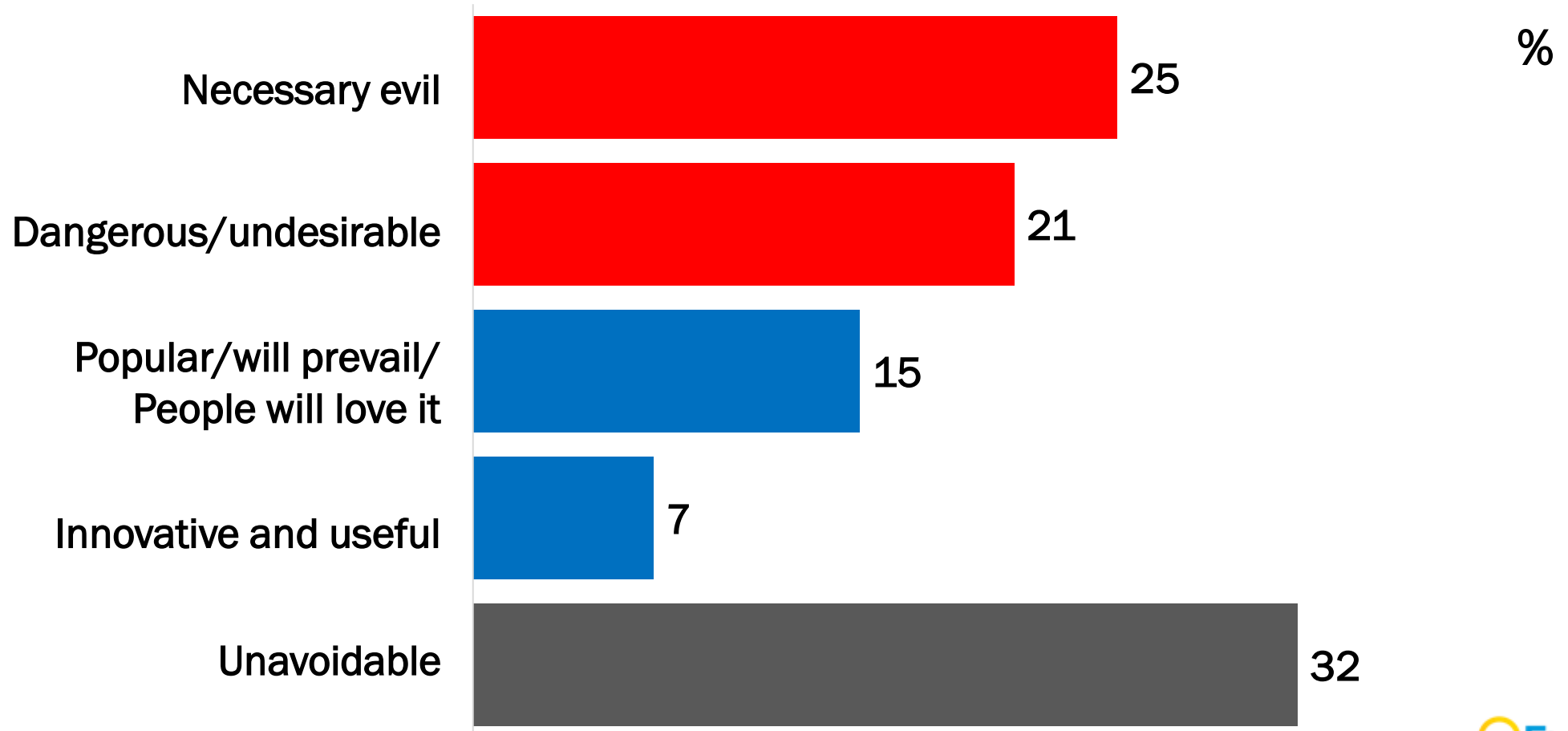
Voice AI: even if it were effective, it still "divides" the Greek public opinion into thirds

"How likely would you personally be to accept service exclusively by Voice AI, if the service was fast, accurate and understandable?"

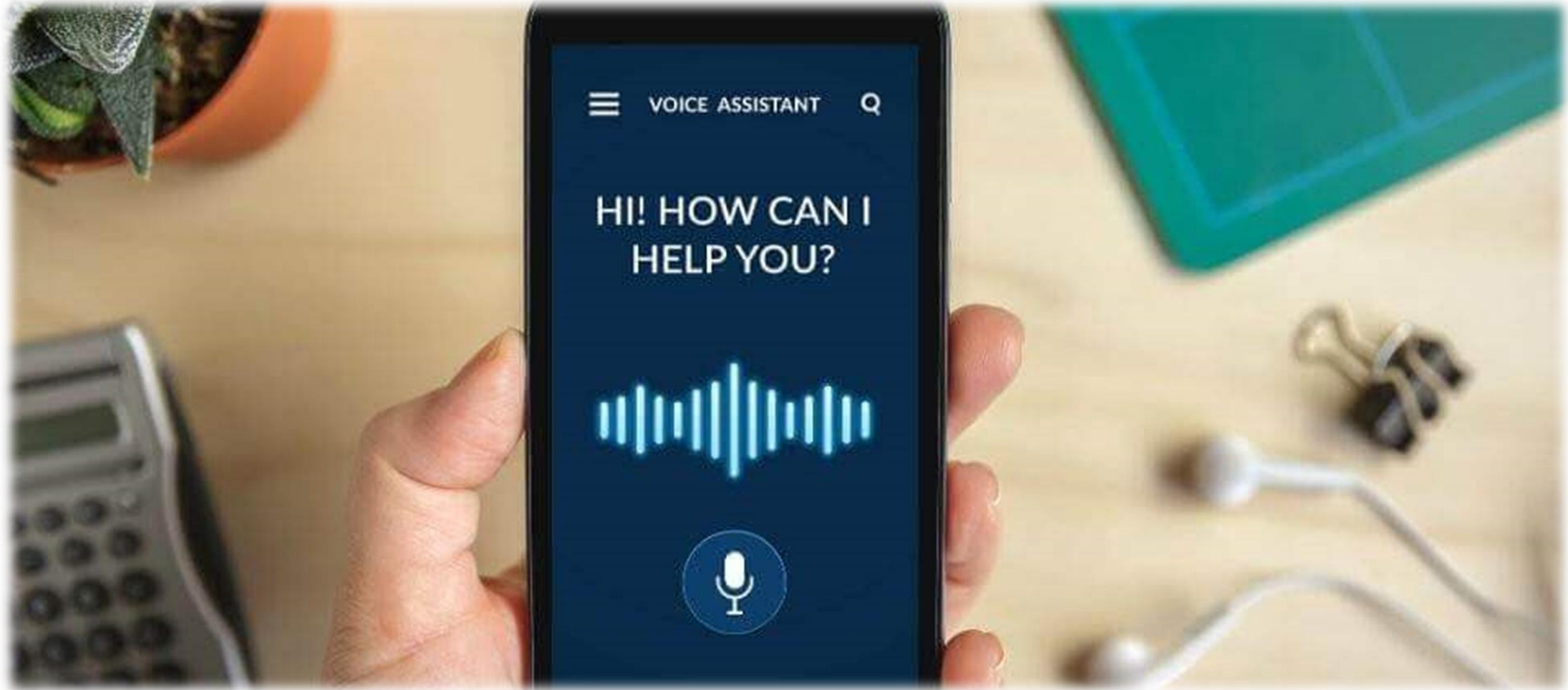


VOICE AI in the future: Adopted more out of necessity than desire, based on the logic that "there's obviously no other way"

"How would you describe/expect the use of Voice AI on your phone in the future?"



C: And now WHAT? Food for Thought / Q & A's



Two main attitudes: Which will you adopt?

Curiosity -
Interest -
Familiarity

"Failure is an
opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude
determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try
new things"

"Failure is the
limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like
to be challenged"

"I can either do it,
or I can't"

"My potential is predetermined"

"When I'm frustrated,
I give up"

"Feedback and criticism
are personal"

"I stick to what I know"

Fear - denial
- distance

Despite concerns, public adoption **is** **already underway...**



Key Learnings to be used as "tips"

#1

The public image of AI is "blurred", but it's usage is on the rise

#2

Voice AI: is often misunderstood and confusing...Perceived as IVR with a negative "sign"

#3

In a potential conversation with AI, the public is evenly split into three groups!

#4

It will prevail in the future as long as it proves effective

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