



CX STORIES: **Authentic customer** **experiences**

National Survey Results
Wave A: 2025





CX Stories of Focus Bari



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



Positive WOW CX Stories 😊 experiences have been recorded as part of the HIEP's National Customer Service Week, which takes place **every October**, awarding the three most **impressive**



Negative experiences OUCH CX Stories ☹️ have also been recorded to inspire **improvement**

Research Specifications



Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide

Representative sample : 602 persons.

Conduct : April 2025

Focus Bari is the Affiliate Partner of YouGov in Greece
(www.yougov.com)



We'll see...



Communication and experience journeys



Perceptions and attitudes in customer service



Building the top customer experience: Expectations of Greek consumers

SECTION A:

Communication and experience journeys

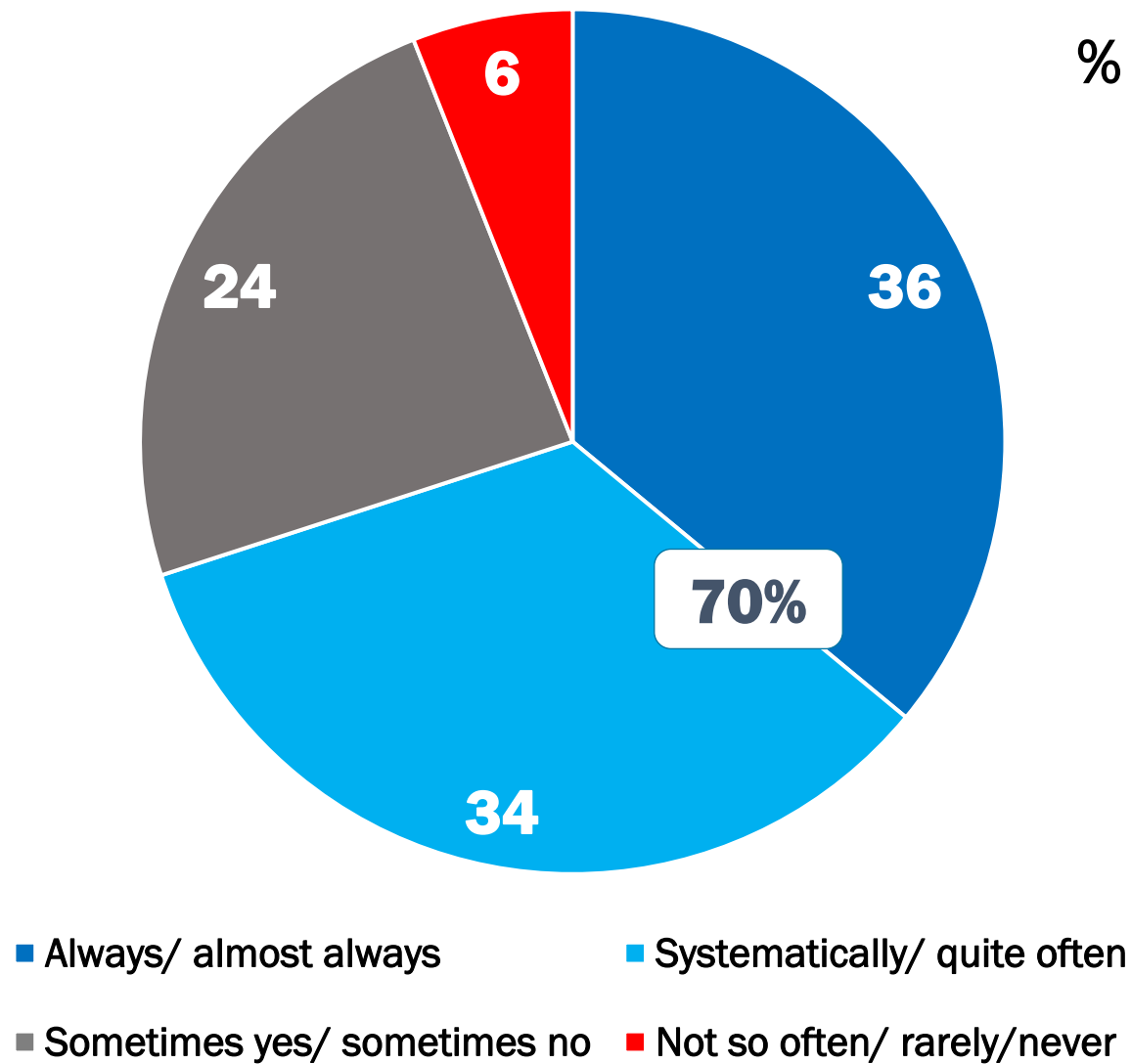


Before the purchase process...

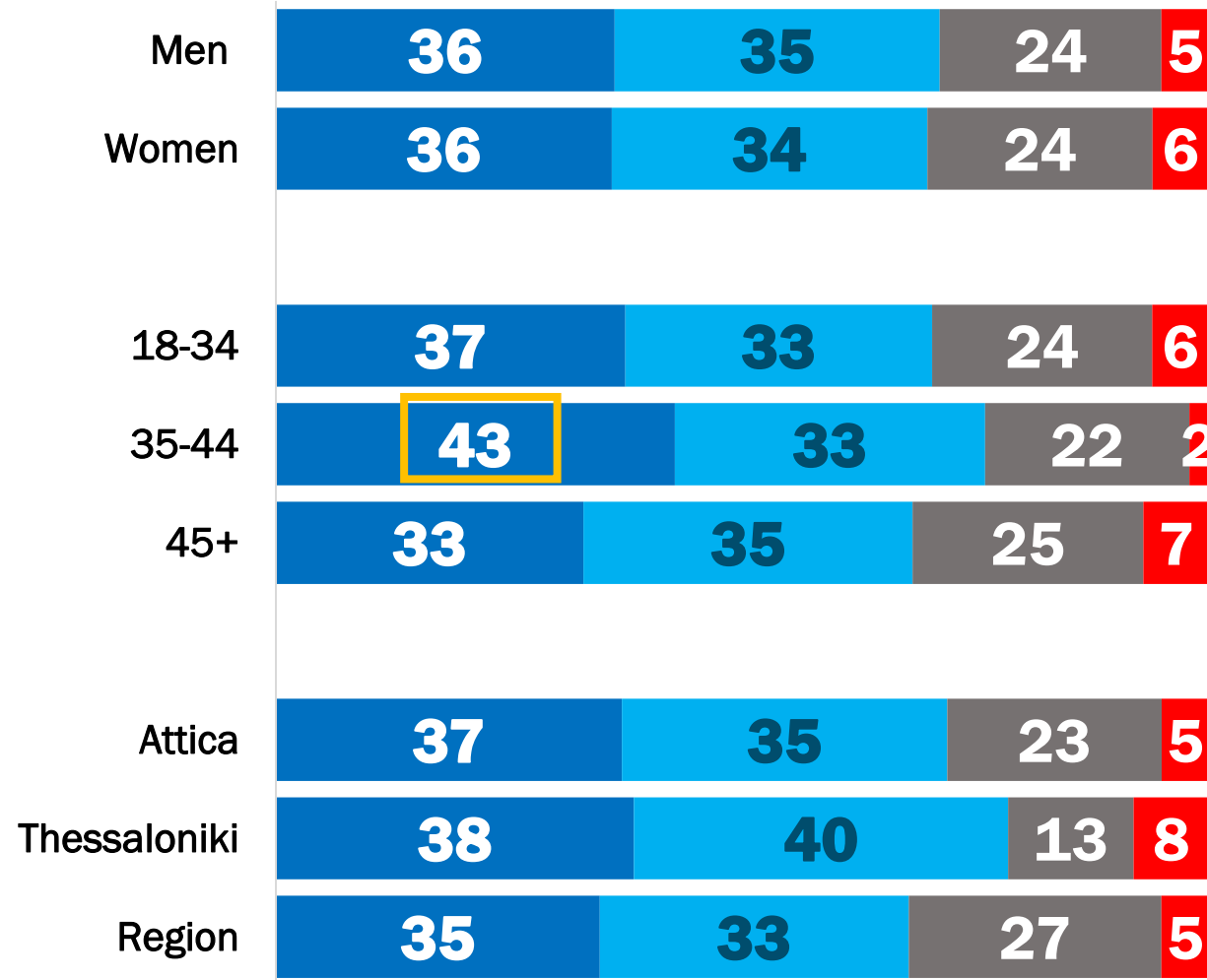


"How often do you read or consult other people's reviews & ratings when it comes to choosing to buy a product or service?"

Two out of three Greeks consult reviews before making any purchase particularly those aged 35-44



%



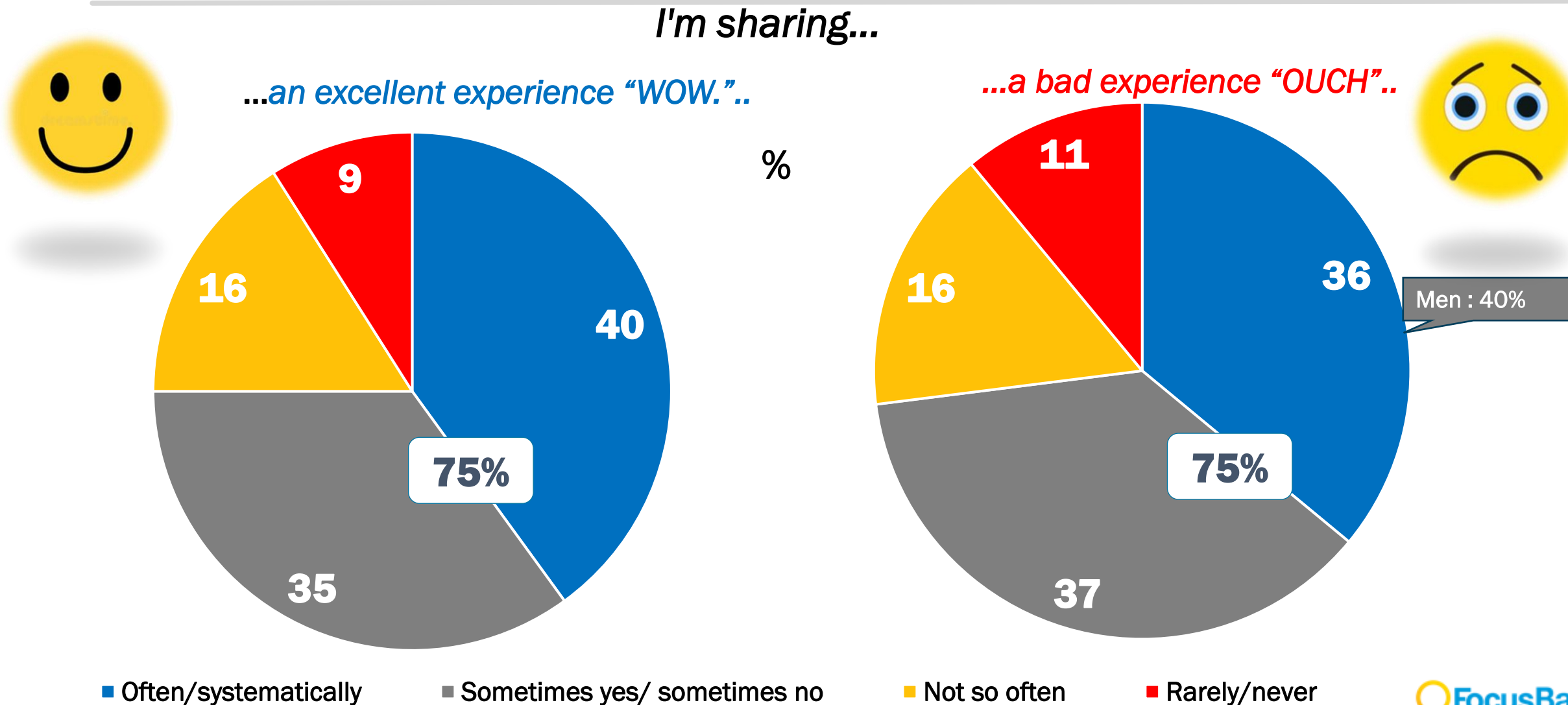
Our experiences...



*"And how often or not do you go in to give your own evaluation after an experience with an organization at any point of contact with them (online site, online social media, over the phone, in-store) when that experience **was outstanding (WOW)?**"*

*"And how often or not do you go in to give your own evaluation on your own initiative after an experience with an organization at any point of contact with them (online site, online social media, over the phone, in-store) when that experience **was disappointing (OUCH)?**"*

Greeks share their **positive (WOW)** and **negative (OUCH)** consumer experiences equally



Our experiences...

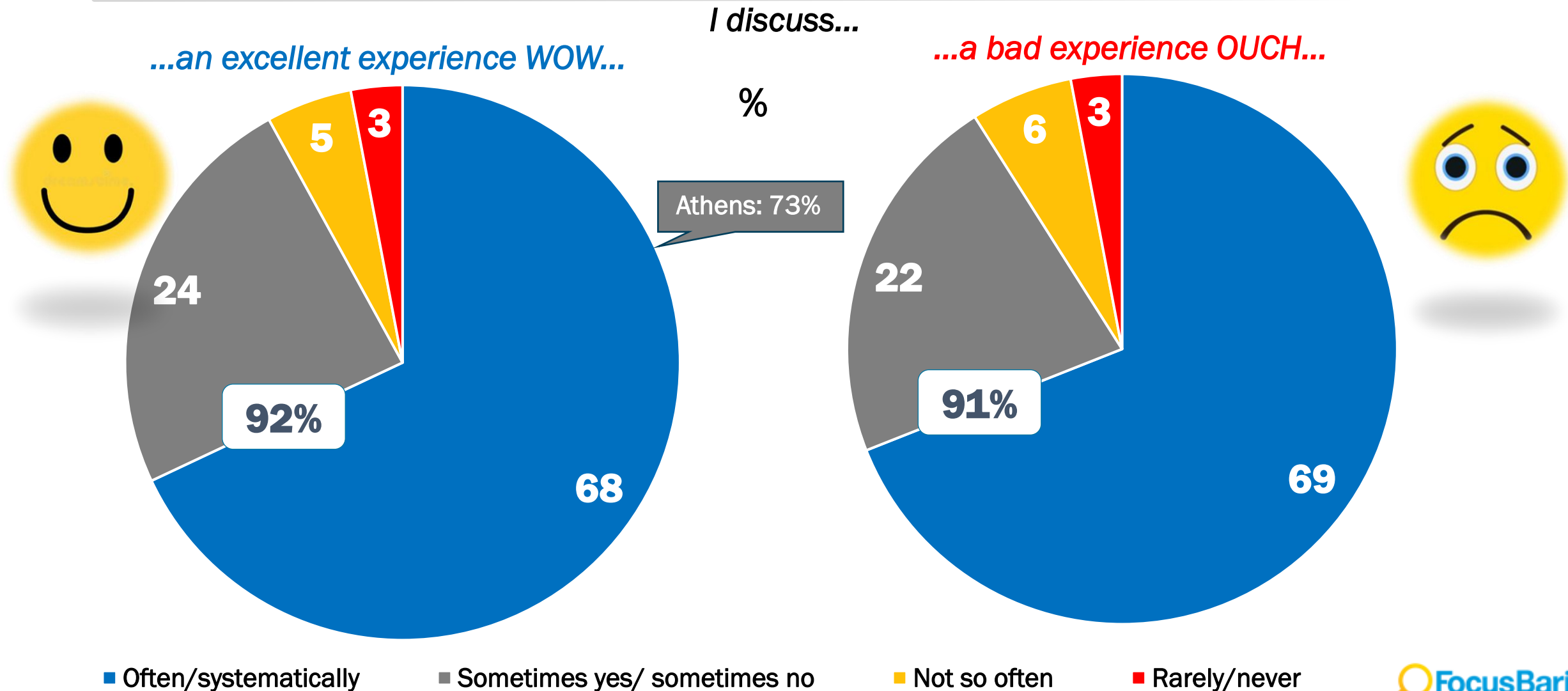


*"How often, if at all, do you discuss with friends/acquaintances an experience you had with an organization when it was: **outstanding (WOW)?**"*

*"How often, if at all, do you discuss with friends/acquaintances an experience you had with an organization when it was: **disappointing (OUCH)?**"*

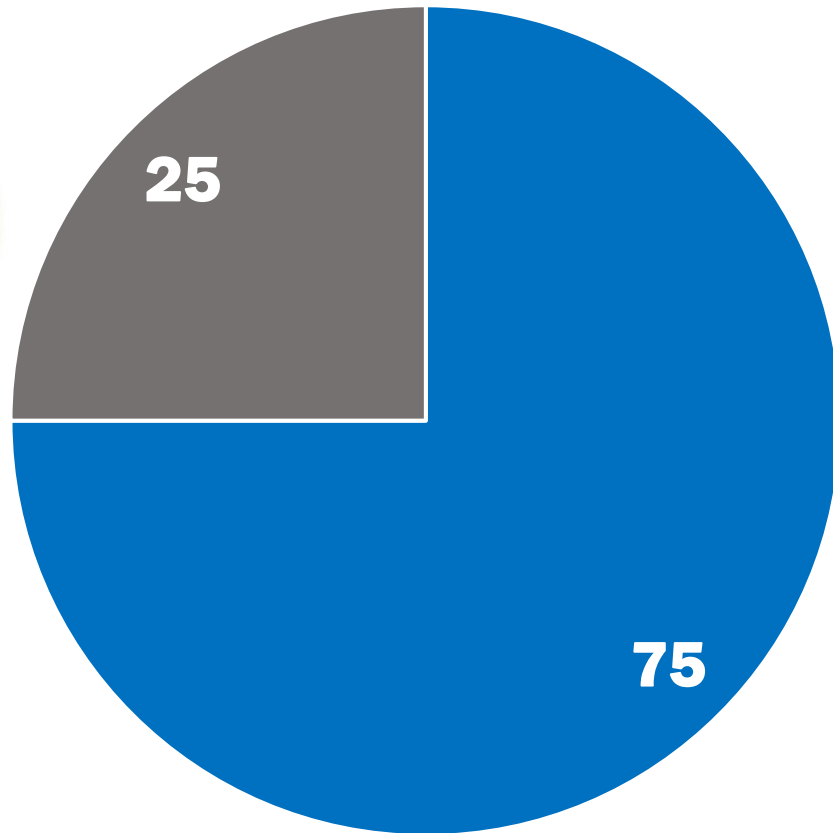
Word of Mouth travels everywhere:

Customer experience never stays silent, it travels, it's shared, it shapes decisions



From **WOW** to **OUCH**: Greek consumers had plenty of moments to remember

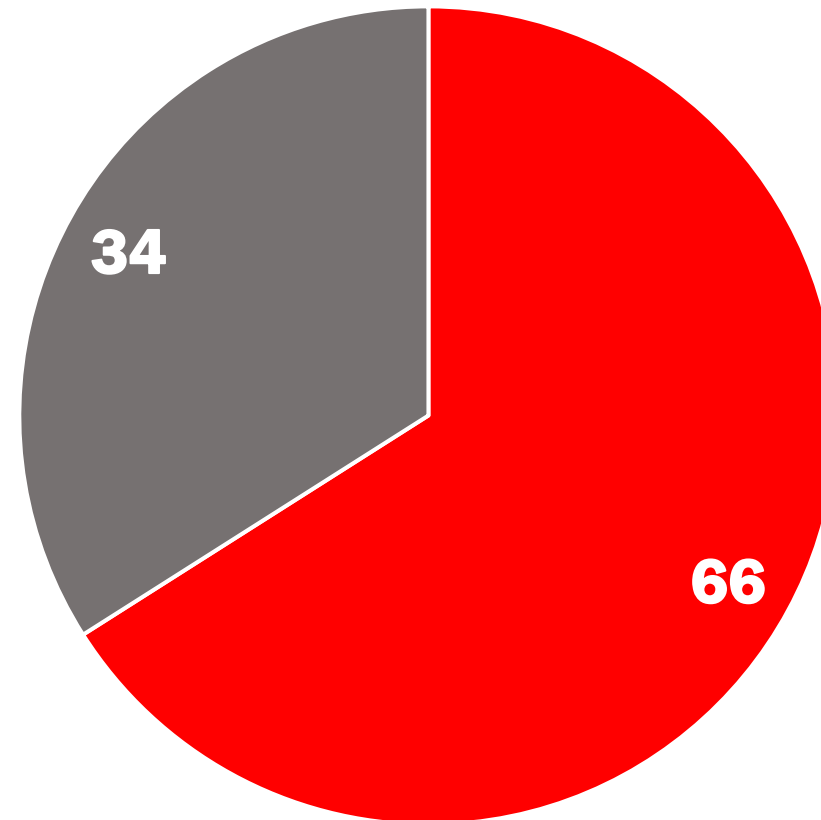
At least one positive experience
in the last 6 months



■ At least one positive

%

At least one negative experience
in the last 6 months

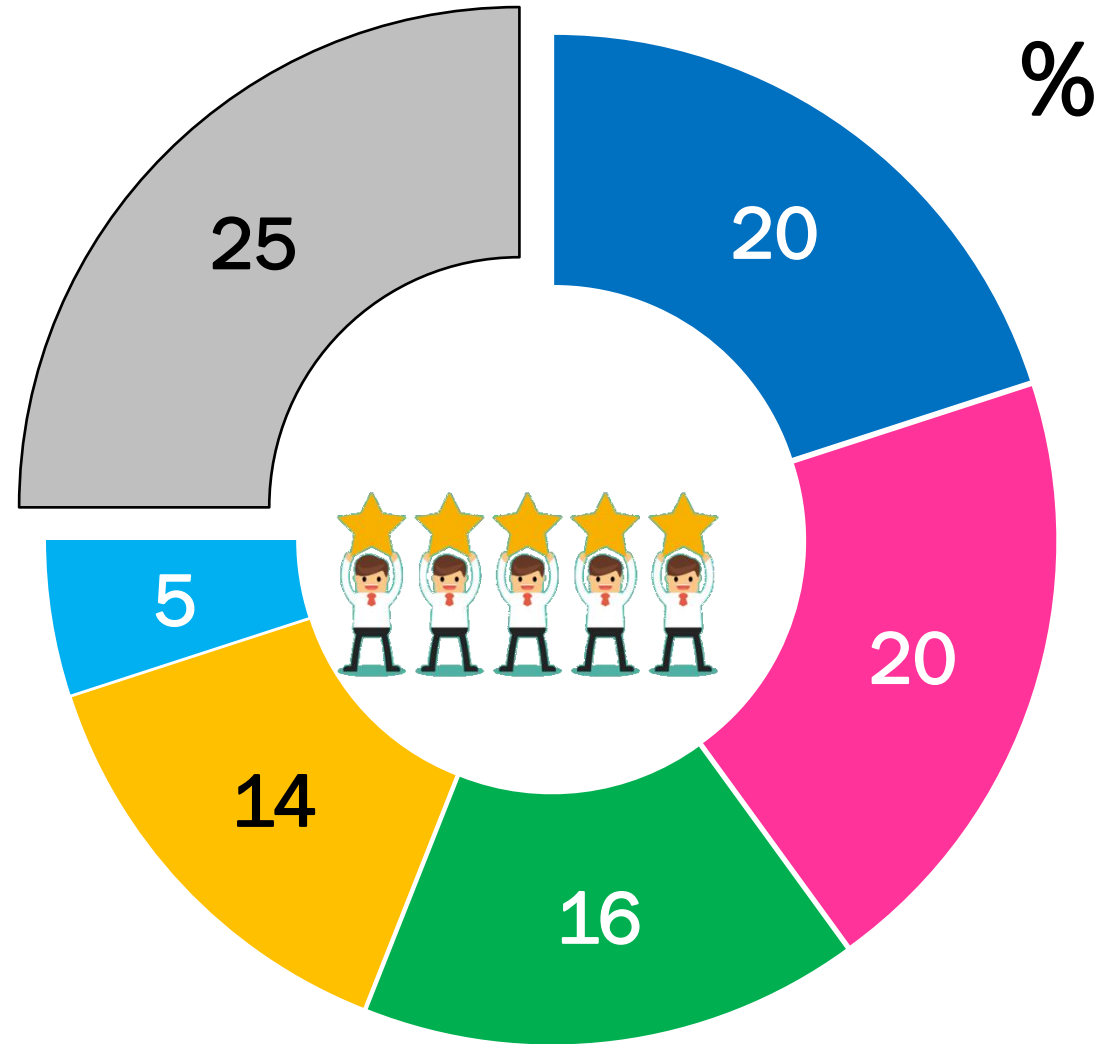


■ At least one negative

■ None

Customers remember how you made them feel!

The WOW experience doesn't happen by chance - it is built on 5 pillars, centered around empathy and genuine care for the customer!



■ Exceeding expectations / going the extra mile

■ Basic satisfaction / digital & physical presence

■ Error/ service recovery

■ Emotional connection / social dimension

■ Speed / responsiveness

■ NO POSITIVE EXPERIENCE

Positive experiences "in their own words"...

"I was scammed in an online shop - I placed an order for 900€ - but the product never arrived and the shop disappeared.

I contacted Bank A. to report the incident and request a refund.

I wasn't expecting much, but to my surprise, the process was simple and quick.

They asked me for some basic details and proof and within exactly two weeks I had my money back in the account, with no delays and no need to chase them. I have trusted them ever since."

The experience concerns the remediation of a serious problem, which not only exceeded the client's expectations, but led to in confidence in the organisation.



Positive experiences "in their own words"...

"I have been shopping for years at A... stores and I am really glad that such a multinational company exists in Greece - it gives us access to many things, even from abroad, with absolute reliability.

Also, as a brand, they offer outstanding quality, and every time I have shopped, I have been extremely satisfied with both the products, and of course, their customer service, which is always there to help us find the the product that suits our needs."



This experience highlights consistent satisfaction and trust in a brand that combines quality products with supportive service, strengthening the customer-brand relationship through reliability and consistency.



Positive experiences "in their own words"...

«Last night at a small restaurant, I had a simple but beautiful experience. The waiter greeted us with a genuine smile, suggested dishes with sincere interest, and everything served tasted like it was made with home-care.

But what touched me the most was when an elderly lady, sitting alone, received a kind gesture from the staff — she was offered a sweet at the end “on behalf of the house. A small act that made a big difference. I left with a full stomach and a fuller heart».



A seemingly simple experience became an unforgettable one thanks to an act of empathy toward someone else.

Human kindness and social sensitivity moved the customer and deepened their emotional connection with the brand.




Positive experiences "in their own words"...

"My nephew, who was preparing to take the firefighter exam, needed stamps and signatures from 11 different specialist doctors. We kept calling for appointments, but the doctors were often unavailable or delayed and wouldn't see us in time.

We had just four days to get everything done, so the child could travel from Athens to participate in the sports evaluation.

Despite the effort, the appointments were scattered across different hospitals.

When we arrived at Hospital A for one of the exams, we were assisted by a paramedic — an exceptional professional — who took the child from doctor to doctor, making sure all required evaluations were completed. She personally guided us through the entire process."



Amid administrative hassle, the initiative and empathy of one worker turned the tide.
A spontaneous act of care became the reason the experience was unforgettable — that little bit extra.



Positive experiences "in their own words"...

"I made a purchase at a children's store, and the cashier gave my kids four toys so I could complete the payment and keep them from running out of the store (on Avenue...).

She may have paid for them herself — I can't say for sure.

But it wasn't about the cost of the toys; it was about the humanity in her gesture".

"A positive experience with Store A... They delivered the goods exactly on time, and even though they had no obligation, they carried everything inside the house — with great courtesy and discretion."



In both stories, a simple gesture transcended obligation and left a lasting human impression".



Positive experiences "in their own words"...

"Due to construction work, the fiber optic cable in our neighborhood was cut, and we lost our internet TV service. We contacted our telecom provider, and they gave us unlimited-data SIM cards to use until the issue was resolved".

"An employee from the telecom company in A. helped me set up the equipment for — TV. He answered all my questions with kindness and patience, and even saved me money — otherwise, I would have gone with the satellite service."



"Both experiences combined basic support with kindness and honest guidance. In each case, the customer felt truly cared for — and benefited not only in service but also in cost"



Positive experiences "in their own words"...

"At department store A, the service is prompt, the staff is very polite, and employees know exactly what the customer wants."

"Fast and efficient service from energy provider A".

"Every time I visit store A in Thessaloniki, I'm impressed by the courtesy, professionalism, and training of all employees"

These three cases show that consistent and respectful treatment — even the basics — is enough to leave customers feeling satisfied and confident.



Negative experiences "in their own words"

"I received a call from a telecom company offering me a card. No matter how many times — and how politely — I said I wasn't interested, the salesman became increasingly angry and abrupt. He told me I clearly didn't understand what was in it for me since I declined the offer.

The call lasted nearly 10–15 minutes, during which he insulted me and eventually hung up on me."

"Two days ago, I visited a restaurant with friends, looking forward to a pleasant evening. Unfortunately, the service was cold and impersonal, with unexplained delays.

The food took a long time to arrive and when it did, some dishes were lukewarm or different from what we had ordered.

Worst of all was the complete lack of interest — no apology, no effort to make things right.

We left disappointed — not so much because of the food, but because of the indifference".



Rudeness - Indifference - Disappointment



Negative experiences "in their own words"

"I went in for a facial laser treatment and they burned my face.

They did apologize and promised me a free facial, which never happened.

They also made me buy a reconstructive cream myself, instead of offering me one."



Irresponsibility - Unreliability



"I bought a pair of jeans and received the wrong size.

I requested a return and was told to keep the item — that a refund would be sent to my account.

The money never came. I'm still waiting... Luckily, the pants weren't too expensive. But I never shopped there again."



Inadequacy - non-professionalism



Negative experiences "in their own words"

"It took nearly the entire winter to get connected to the energy provider I had chosen — almost a year after submitting my application."

"Unfortunately, it's almost impossible to reach many organizations by phone — it rings endlessly, and no one ever picks up"



Delay - Procrastination - Indifference



"I was charged by a telecom company I had subscribed to — without ever receiving a bill. When I contacted them, they said it was a system error, but no refund or compensation was ever offered".



Irresponsibility - Incompetence



Negative experiences "in their own words"

"I recently had an unpleasant experience at a supermarket, mainly due to the behavior of the checkout staff. I've repeatedly noticed that when I greet them with 'good evening,' I receive no response at all. This indifference leaves me with a sense of coldness and disrespect — especially when I see the same employees being cheerful and talkative with certain customers they seem to know personally."

"Rude behavior in a fast-food place — the staff didn't even use basic words like 'please' or 'thank you.'"



Cold attitude – Unprofessional behavior



Negative experiences "in their own words"

"There was a long delay in receiving the product, even though it was marked as readily available."



Delay - Lack of professionalism



«I went to the bank to ask about a transaction at one of the machines. The cashier was rude and accused me of holding up another customer — which was not true.

She even claimed I couldn't use the machine without a card, while I was already doing so.

I felt insulted and disrespected."



Rudeness - Lack of professionalism



KEY POINTS FROM THE "JOURNEYS OF EXPERIENCE"

Several people mentioned they had no negative experiences in the past six months..

❖ **Positive experiences stole the show**

They were more numerous and more descriptive, clearly highlighting moments of exceptional service — of true "humanity."

❖ **Negative experiences - several - but with lower intensity**

They mainly focused on incidents of rudeness, indifference, or staff-related **delays**.

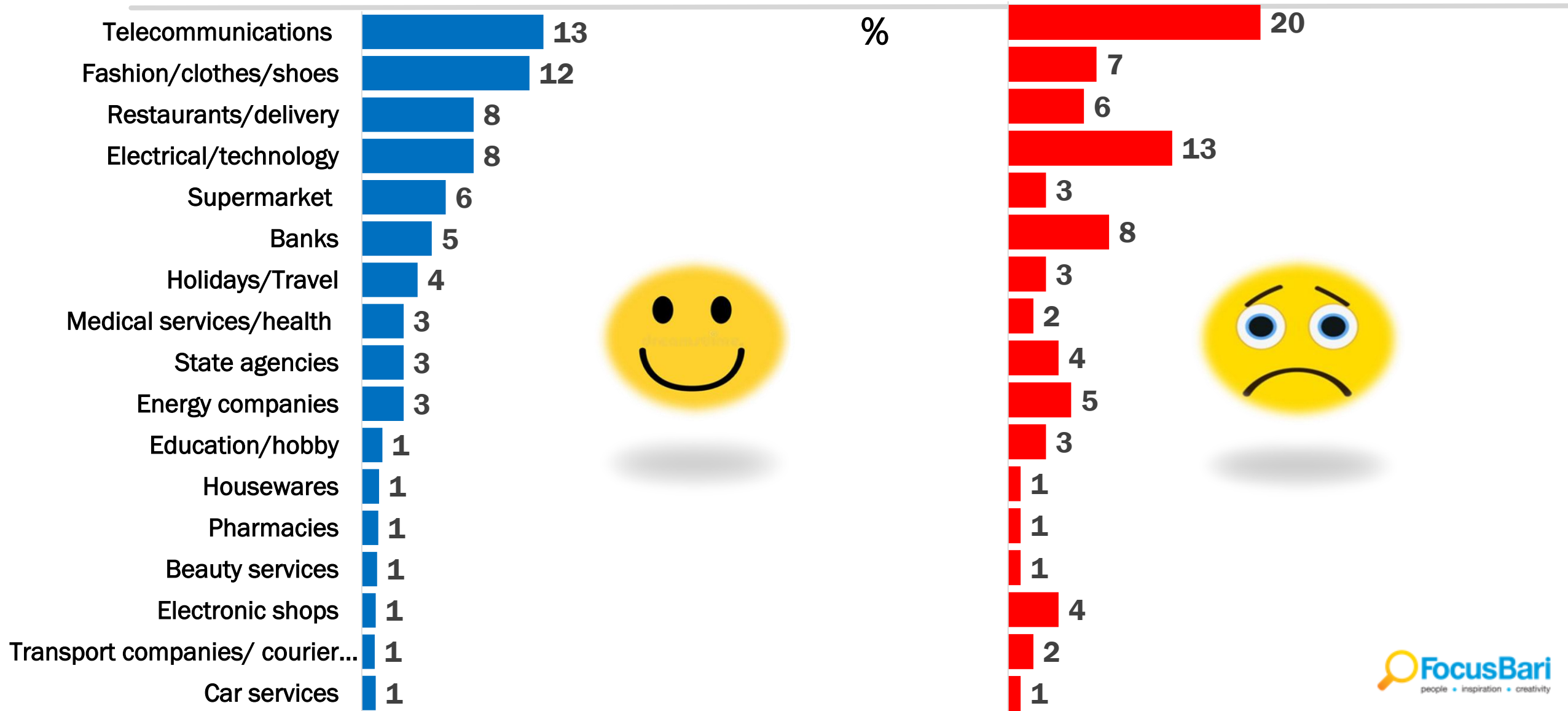
Their emotional intensity **was** noticeably lower than the positive ones.



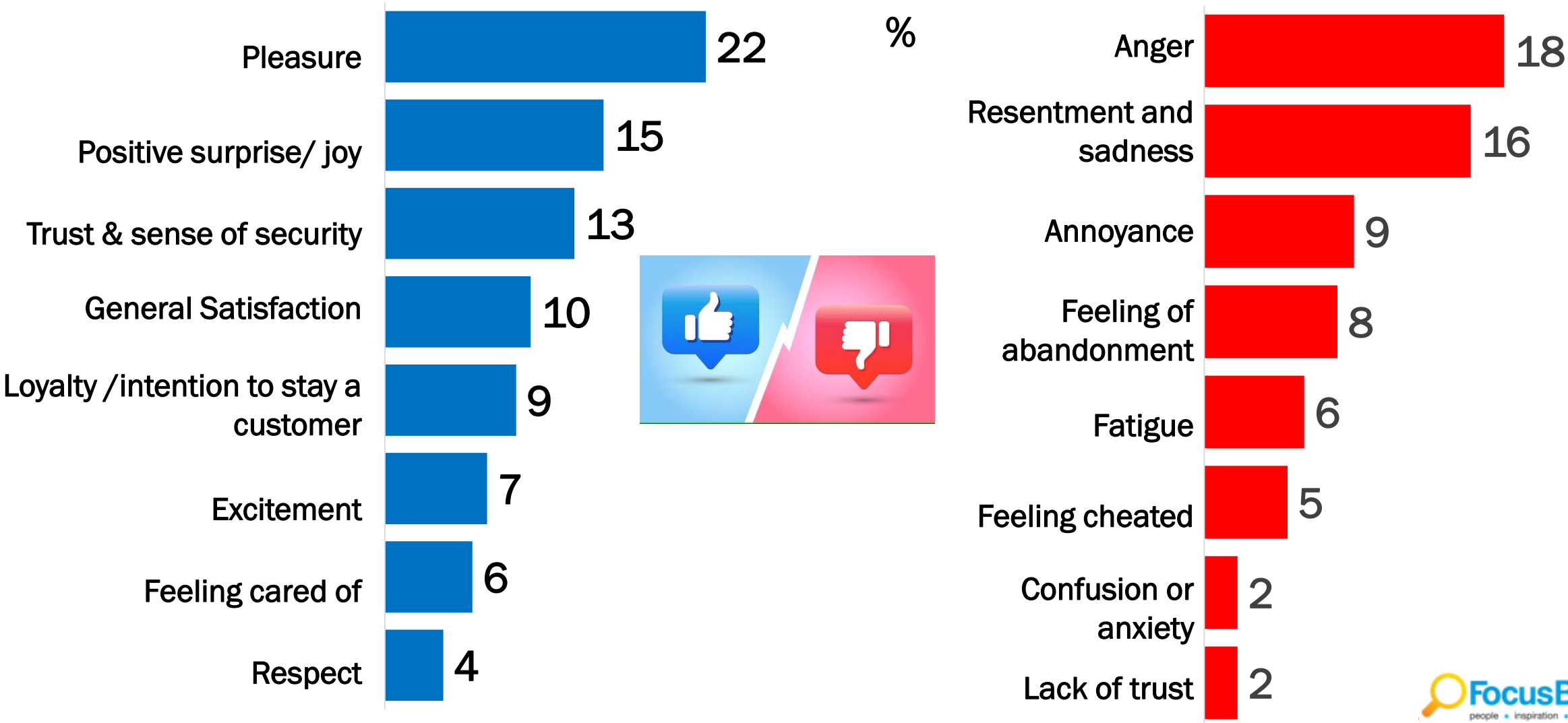
However:

- ❖ **The bar remains high - and continues to rise.**
- ❖ **The positive outlook does not allow for complacency: expectations remain and will remain high.**
- ❖ **In a competitive environment, excellent service is not a goal - it's a requirement.**

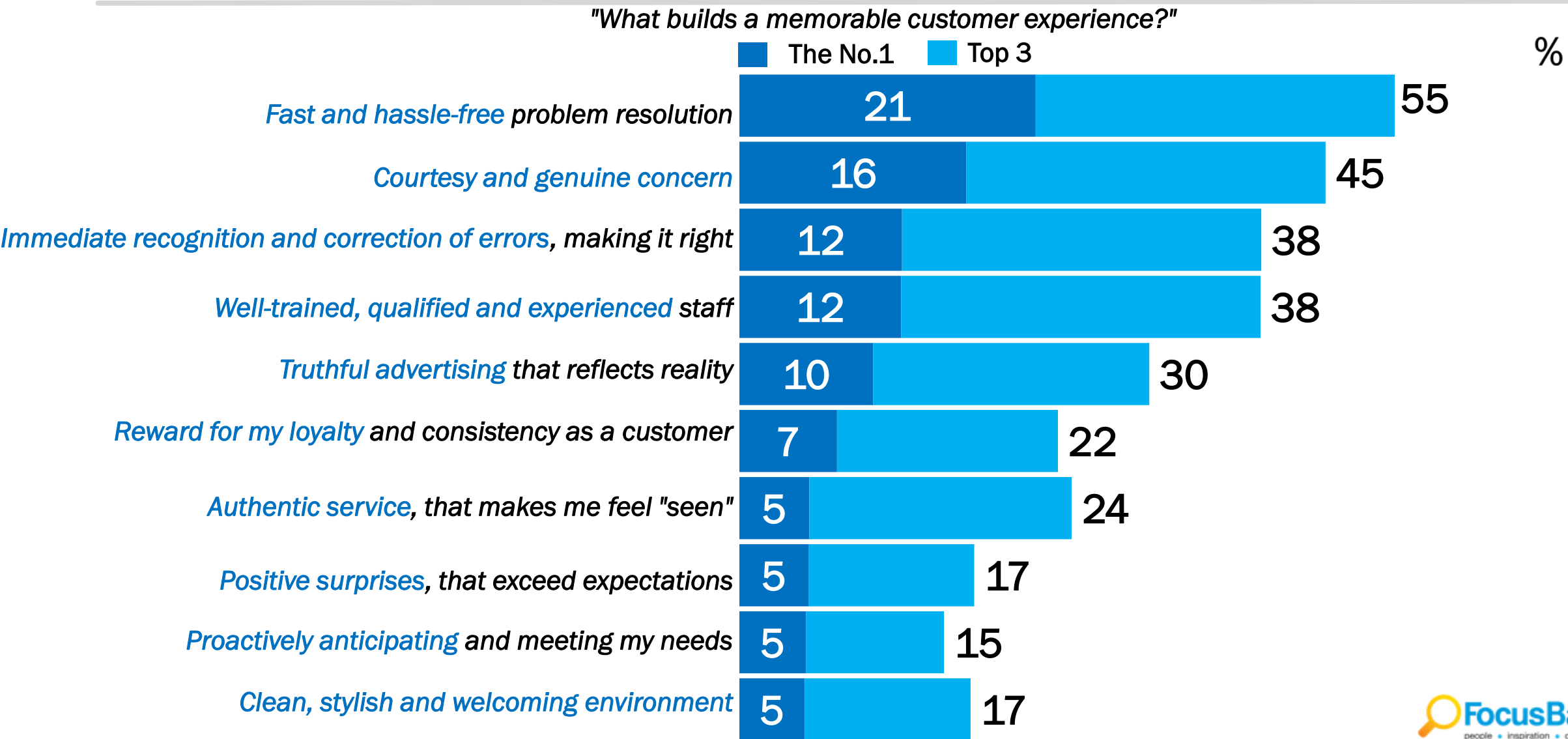
Service experiences across all sectors – but not of equal quality for everyone



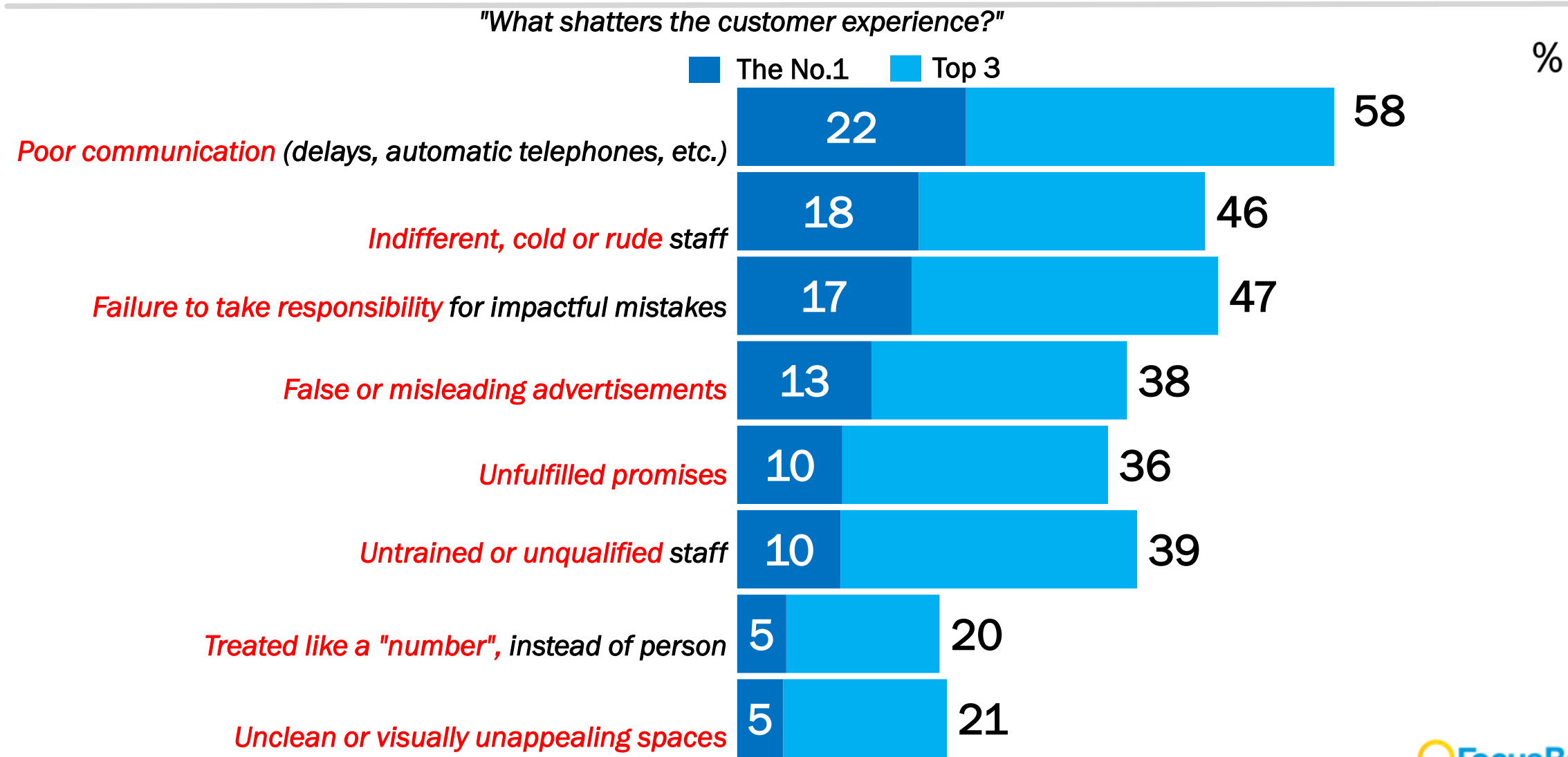
Each experience evokes different emotions – depending on its nature and how it was perceived



With speed, care and courtesy, customer experience reaches new heights



While indifference, rudeness, lack of interaction and irresponsibility hurt the customer experience



SECTION C:

Building the top customer experience: Expectations of Greek consumers

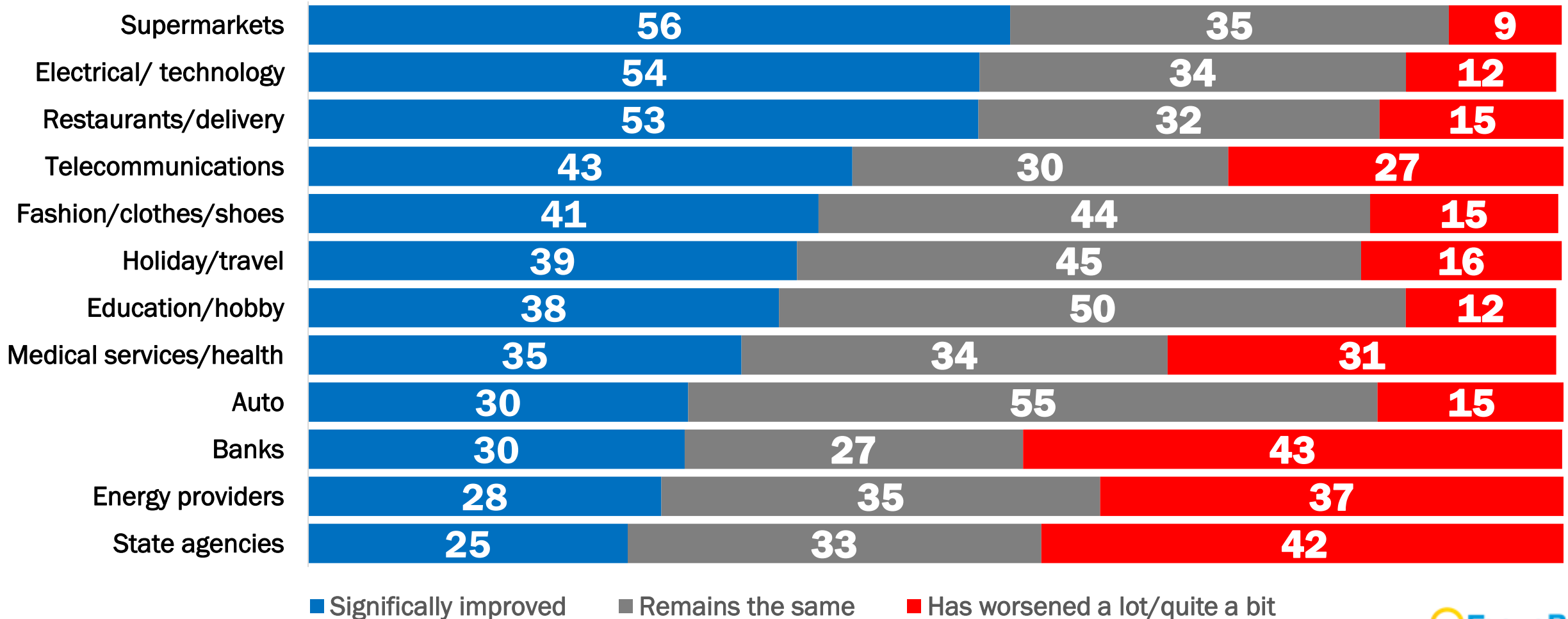


Customer service is evolving — and Greeks are noticing

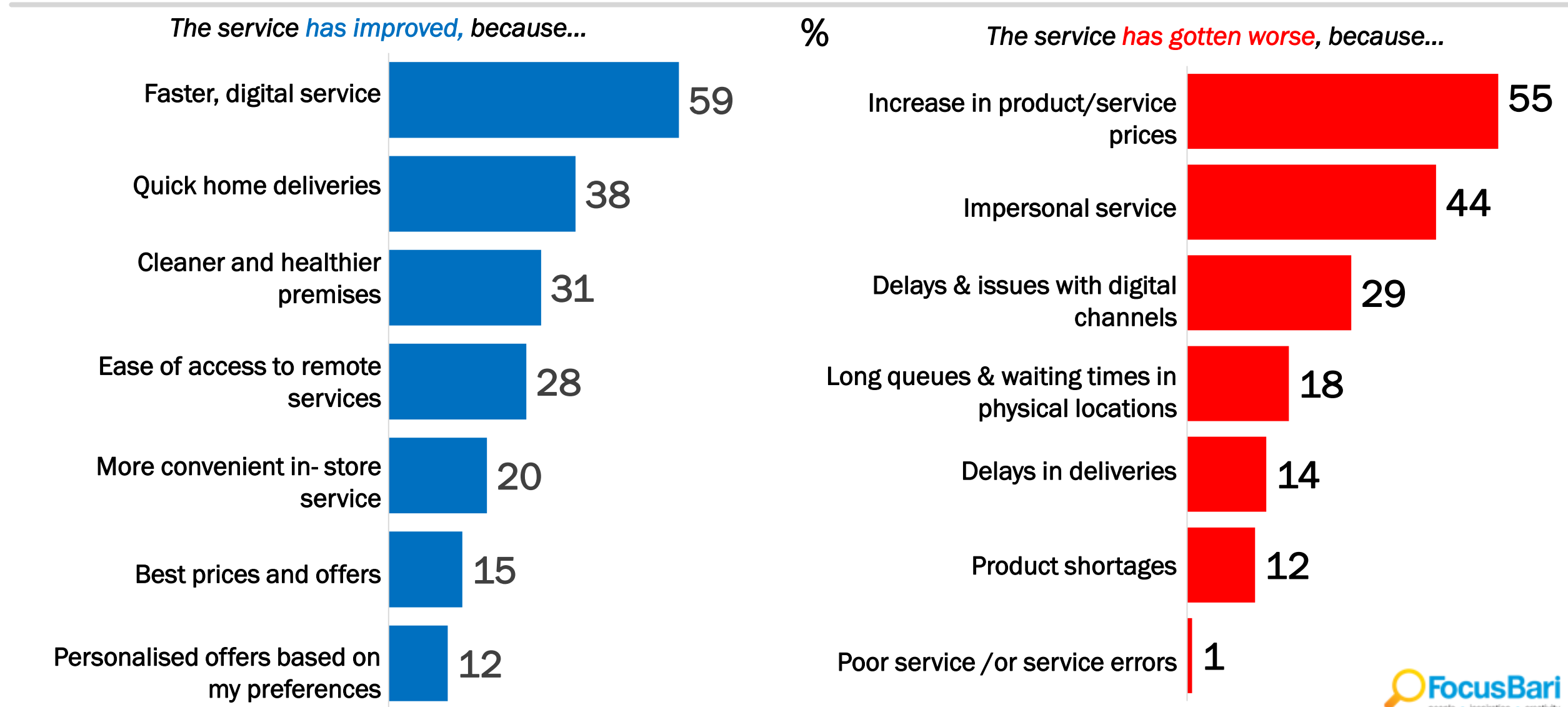
Encouraging signs in supermarkets, tech, and food

"The quality of service,?"

%

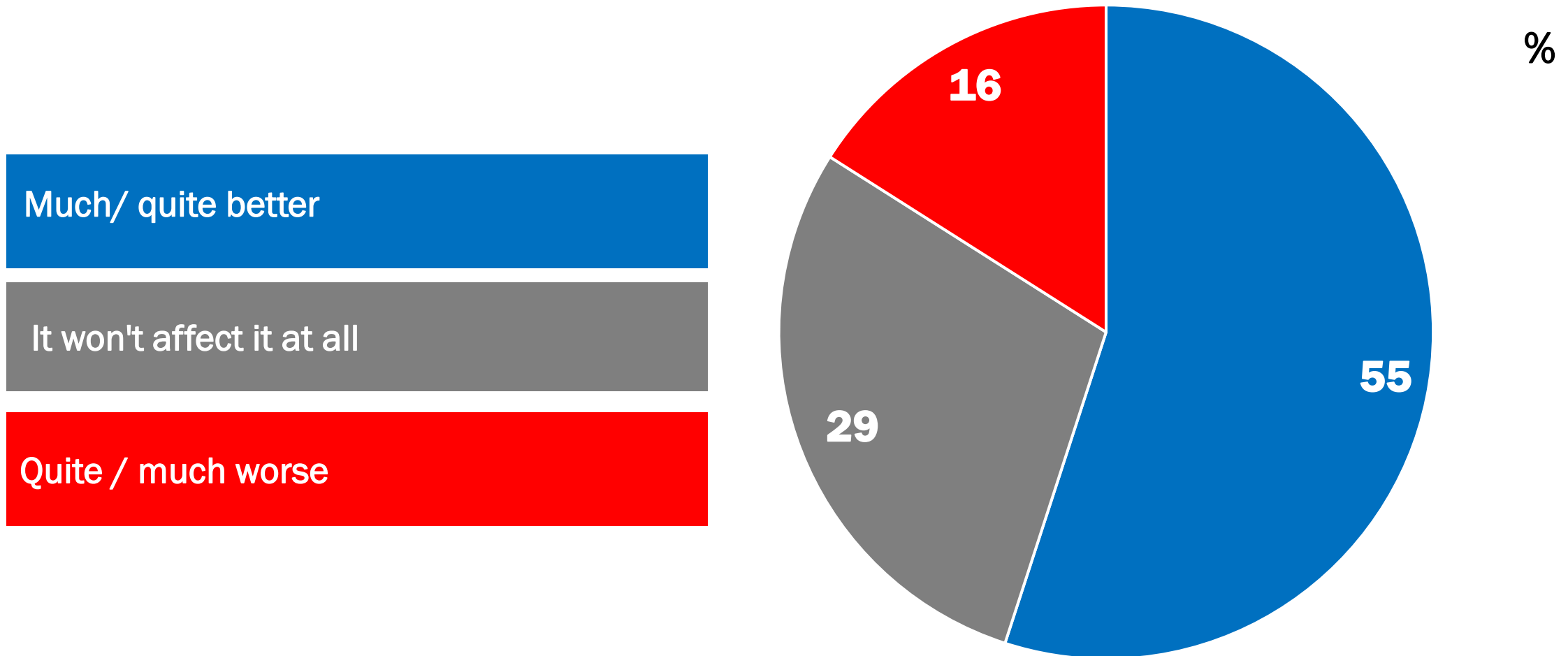


Indicators that **strengthen** or **weaken** the customer service experience



Greeks are open to Artificial Intelligence in service, while retaining a degree of scepticism

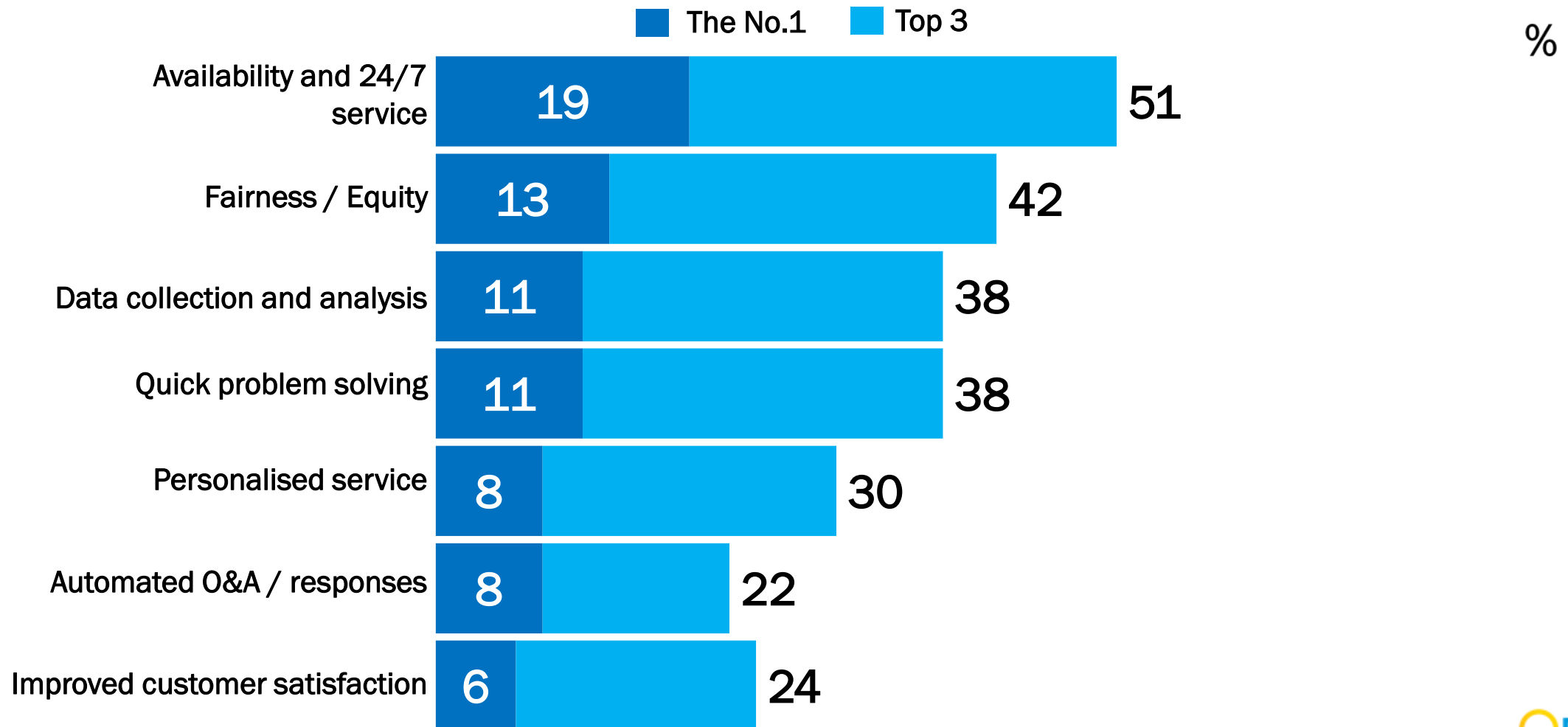
"Artificial Intelligence will make customer service..."



Immediacy, availability and speed:

Reasons why consumers see AI as a valuable aid in convenience and efficiency

"In what ways do you think AI tools help improve customer service?"



key learnings

1

Every experience shapes reputation. Customer experiences directly influence purchasing decisions and brand perception. **Feedback** –positive or negative– spreads rapidly and has a meaningful impact, with word of mouth playing a key role.

2

Successful customer service evolves into a multi-factor experience, based on understanding and genuine caring. Positive experiences are more numerous, more vivid and associated with intense humanity. The negative ones, although many, are less intense and focus mainly on human warmth.

3

Customer expectations remain high, as excellent service is no longer a goal but a requirement, especially in a competitive environment.

Service quality is on the rise in sectors such as supermarket, electronics and catering.

4

Greeks appear positively disposed towards the use of AI for immediate service and continuous availability (24/7), while at the same time, they appear cautious, believing that human contact is necessary especially when empathy and emotional understanding are essential...

CX STORIES :

Authentic customer experiences

National Survey Results

A' Wave: 2025

Thank you!

Want more info? Ask xenia@focus.gr

