


# CX stories: Experience Barometer “AI & Trends in CX”

Nationwide Survey Results  
A'wave: 2026  
2<sup>nd</sup> Issue



CX



# **CX Stories:** **Experience Barometer** **of** **Focus Bari** **2 issues per edition**

**Twice a year (Spring & Fall)**

we publish two issues of **CX Stories**, capturing Greek consumers' service experiences and their views on Artificial Intelligence in customer service

**1<sup>st</sup> Issue: The Voice of the Customer**

Positive experiences (**WOW CX Stories**) are featured as part of the National Customer Service Week organized by EIEP.

Negative experiences (**OUCH CX Stories**) highlight opportunities for improvement across industry.

**2<sup>nd</sup> Issue : AI & Trends in CX**

The views, expectations, and concerns of Greek consumers regarding the role of Artificial Intelligence in the future of customer service.

# Research Specifications



In the previous issue (Part A), we explored customer service experiences through stories and trends that captured the voice of the customer.

*In this issue (Part B), we explore the role of Artificial Intelligence (AI) in customer service, as well as expectations for the future of CX*

Online interviews via the YouGov panel


Structured questionnaire

Population: Men & Women 18+ Nationwide

Representative sample: 1,010 people

Conducted: May 2026

Focus Bari is YouGov's affiliate partner in Greece ([www.yougov.com](http://www.yougov.com))



# Contents

## Part B:



The Evolution of CX



AI in CX



The Customer of Tomorrow

# SECTION A:

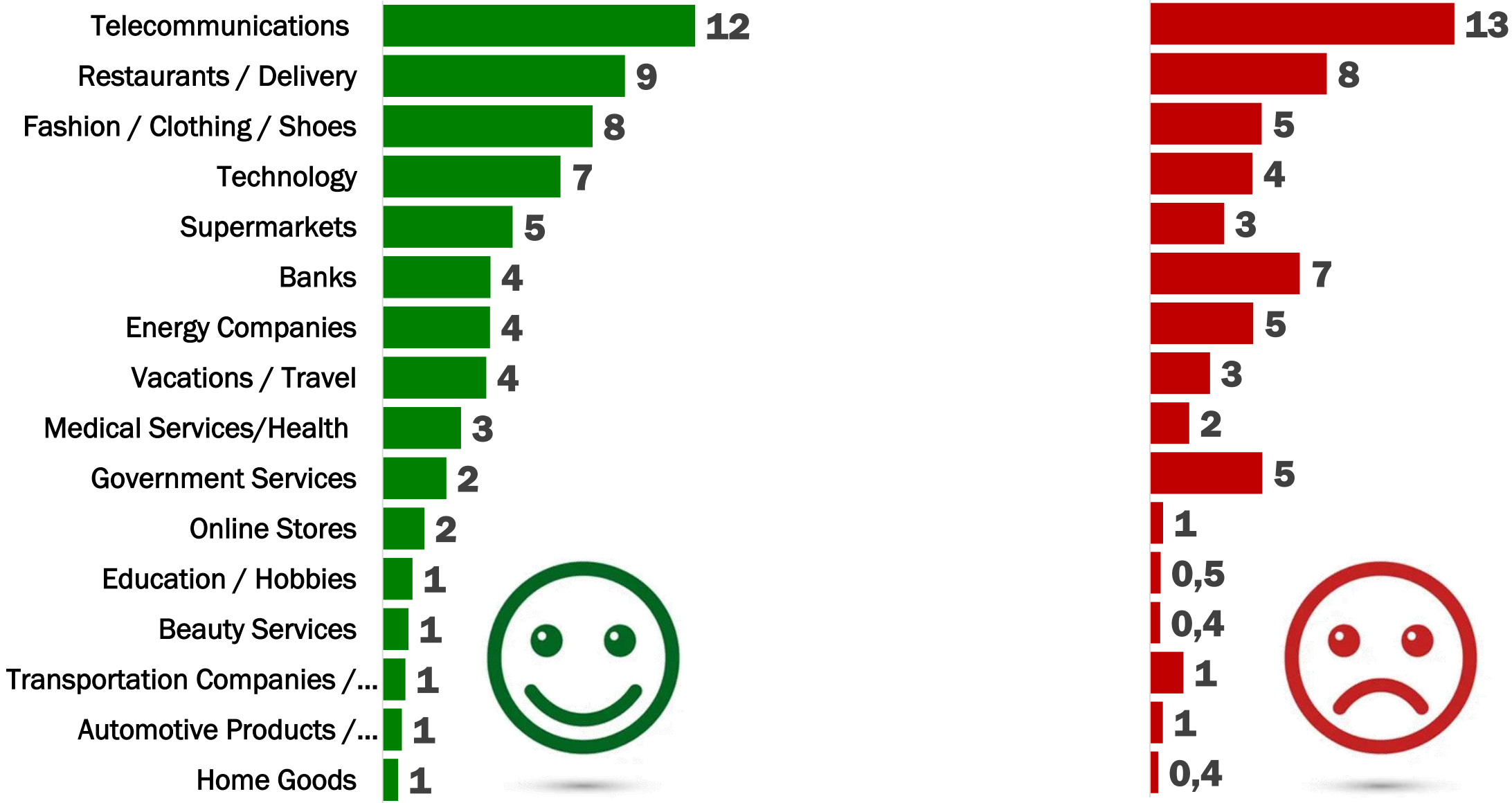
## The Evolution of CX



# The Emotional Impact of Market Sectors

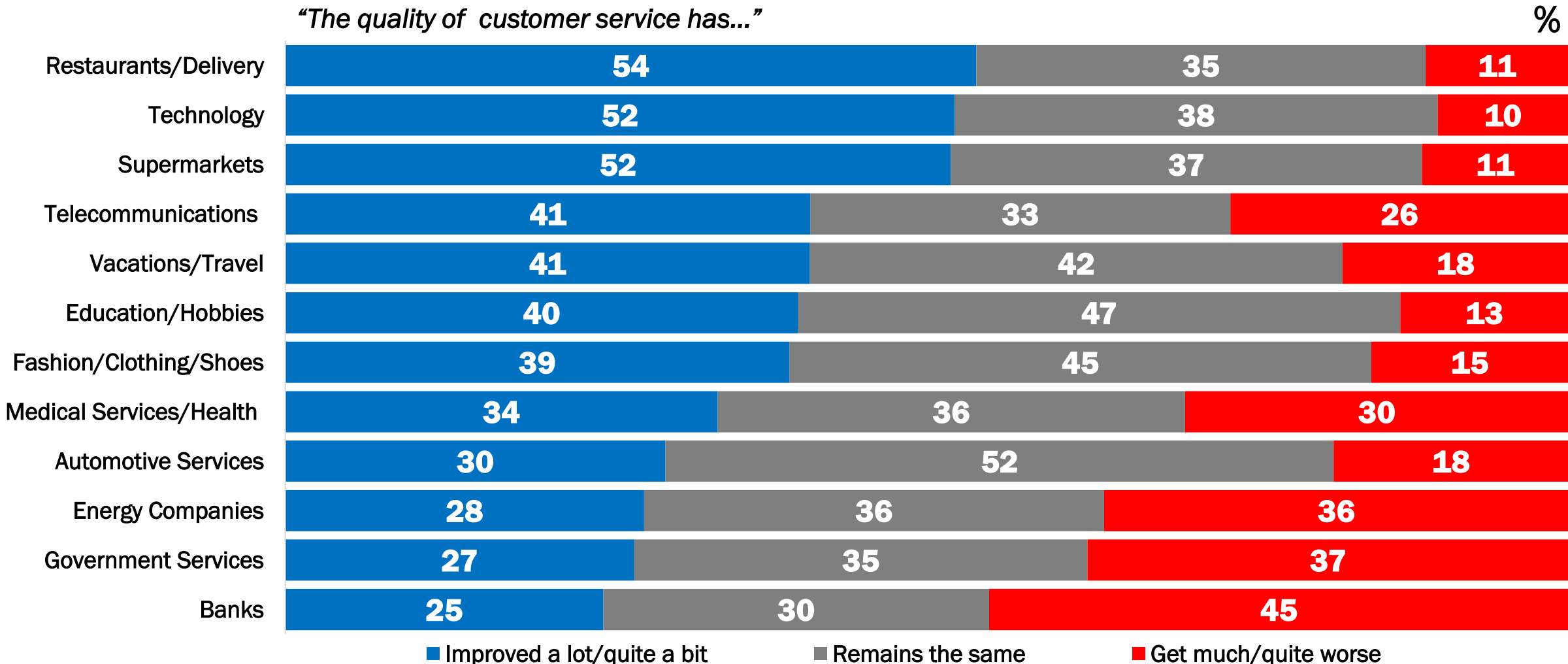
## Telecommunications & Focus on the Extremes of CX

%



# The industries winning consumers over

## Restaurants, technology, and supermarkets have the best CX ratings

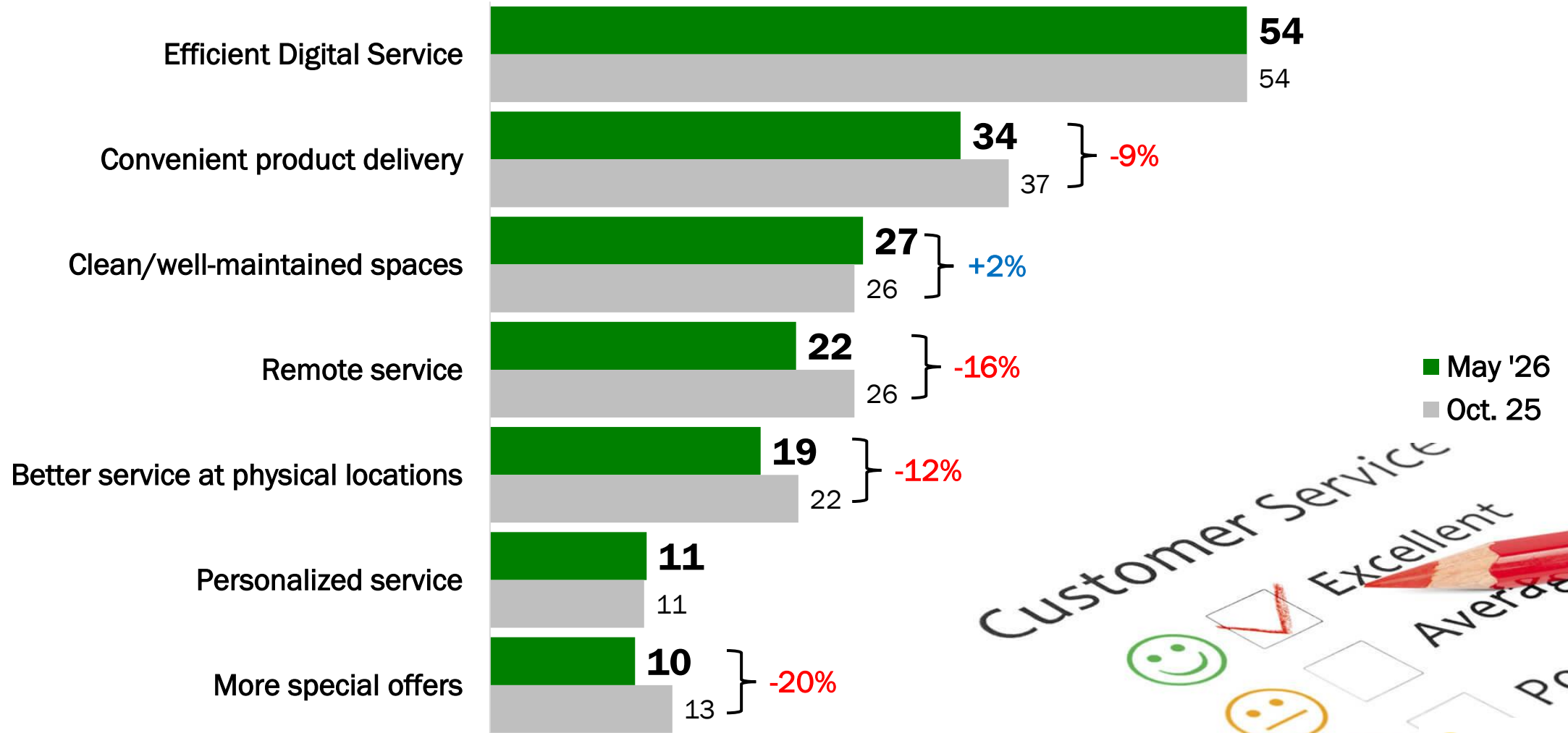


# Digital transformation improves the CX

## More than 1 in 2 consumers report improved service through digital channels

“Customer Service *has improved* because...”

%

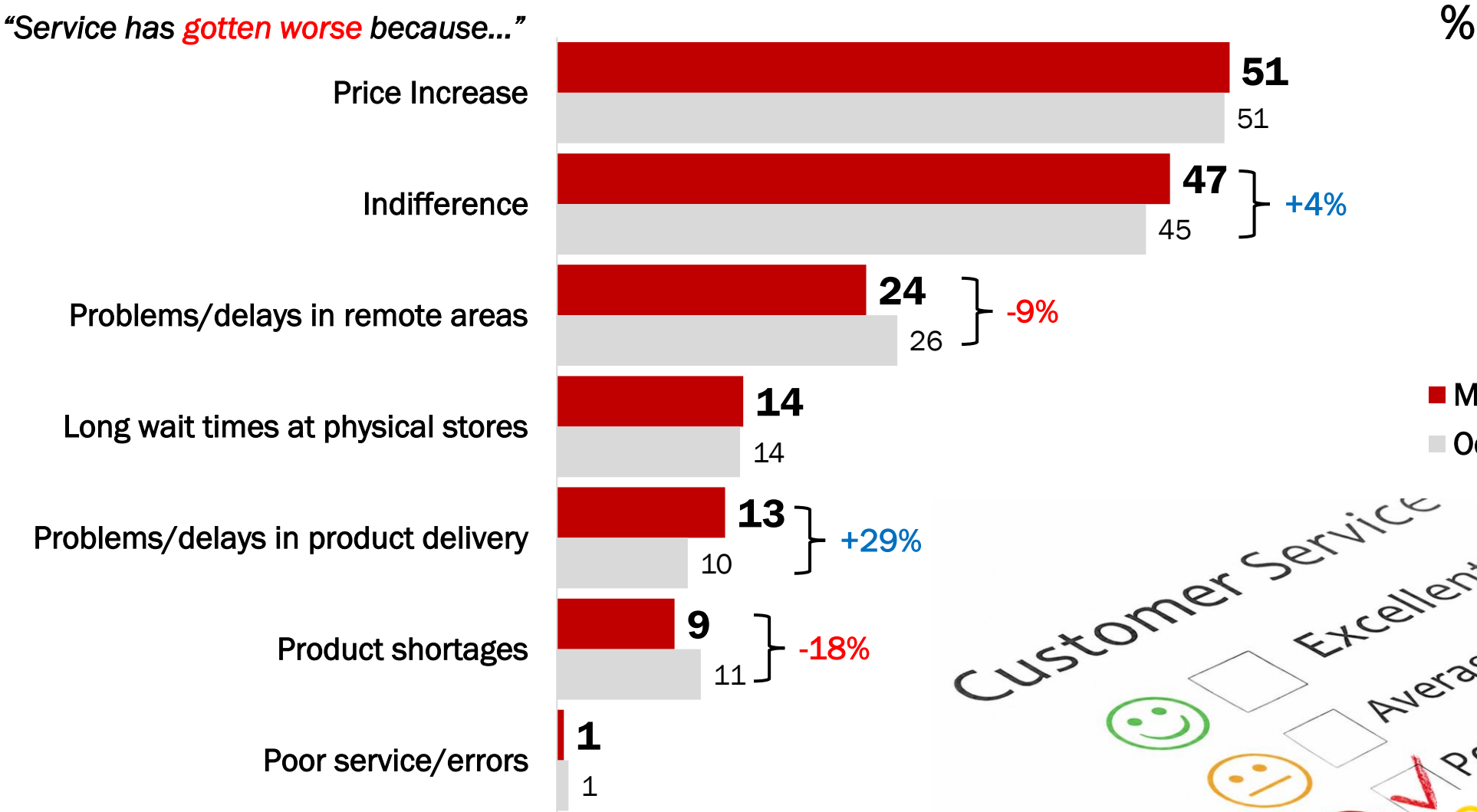


■ May '26  
■ Oct. 25



# Rising prices and indifferent service **are hurting** the cx

“Service has *gotten worse* because...”





## #1 KEY LEARNING

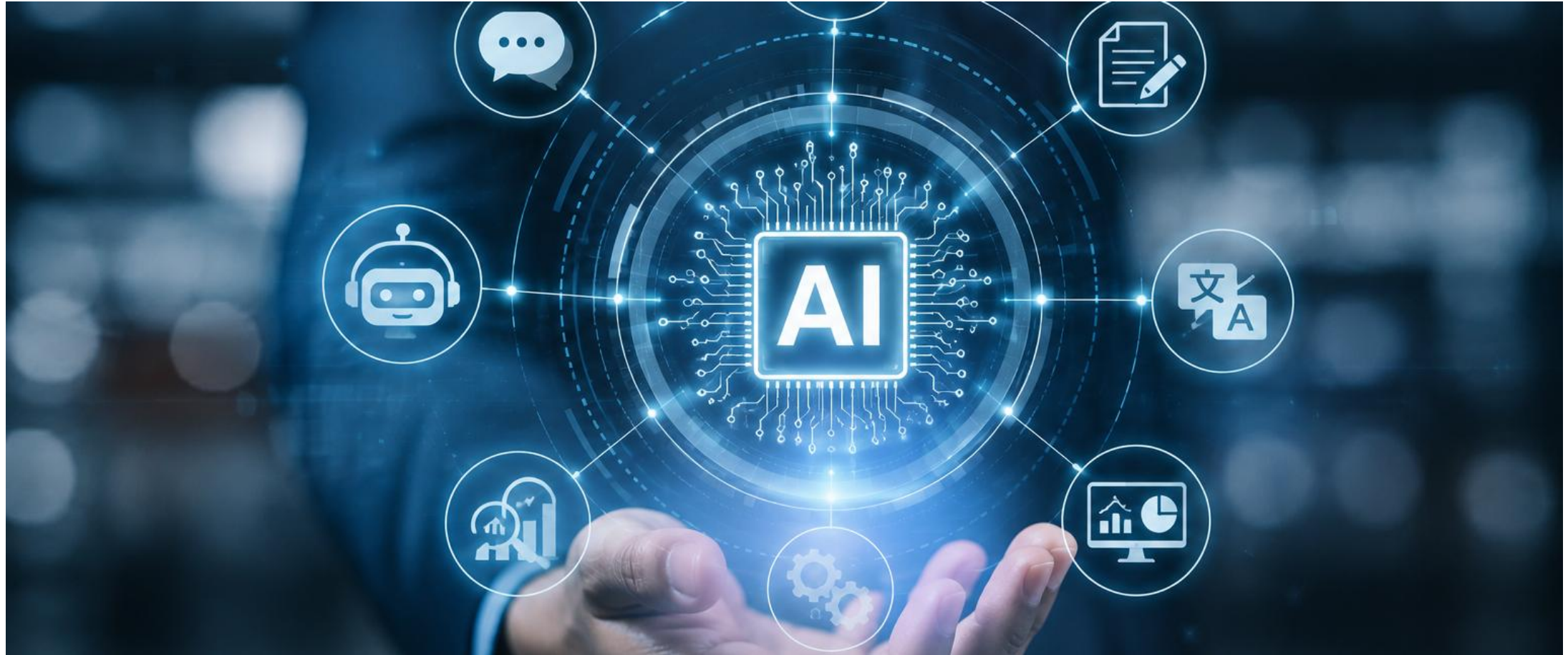
***CX is improving, but positive experiences are not guaranteed.***

***Digital transformation is improving customer experience. However, rising prices and indifferent service remain the biggest barriers to a better customer experience.***

# SECTION B:

## AI in CX

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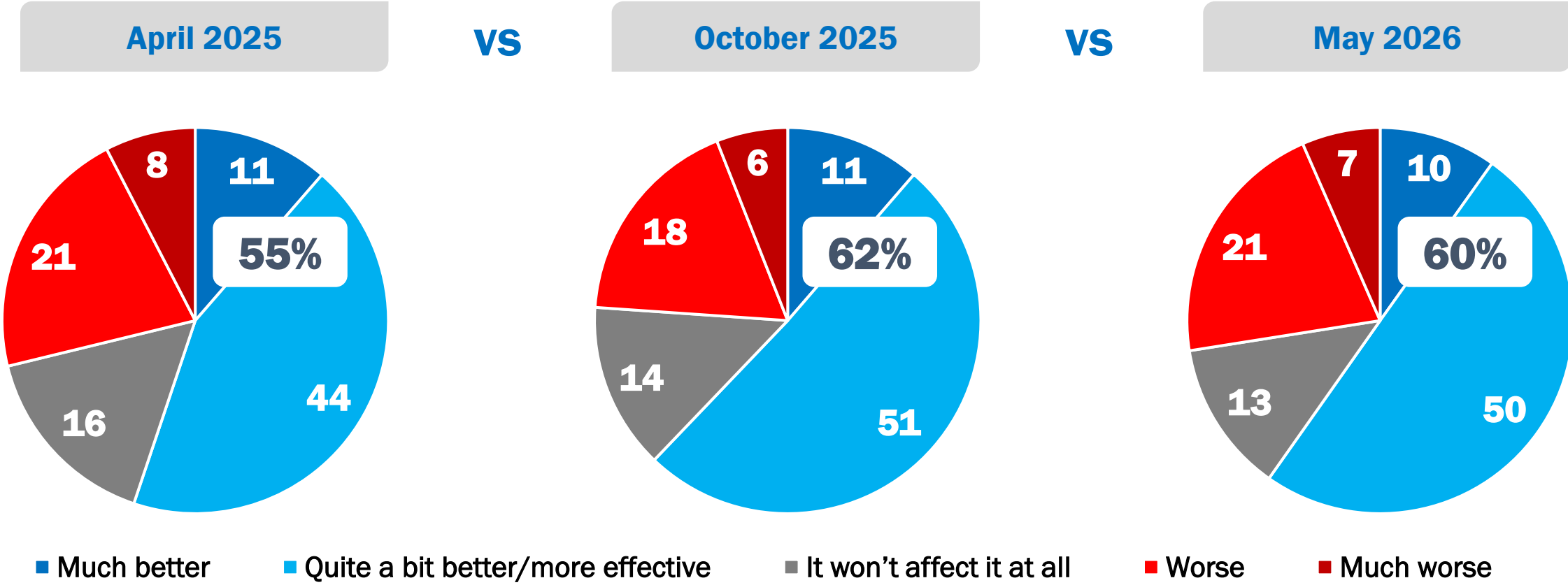


# AI has become a trusted ally in customer experience.

## 3 out of 5 Greeks view AI as an ally in CX

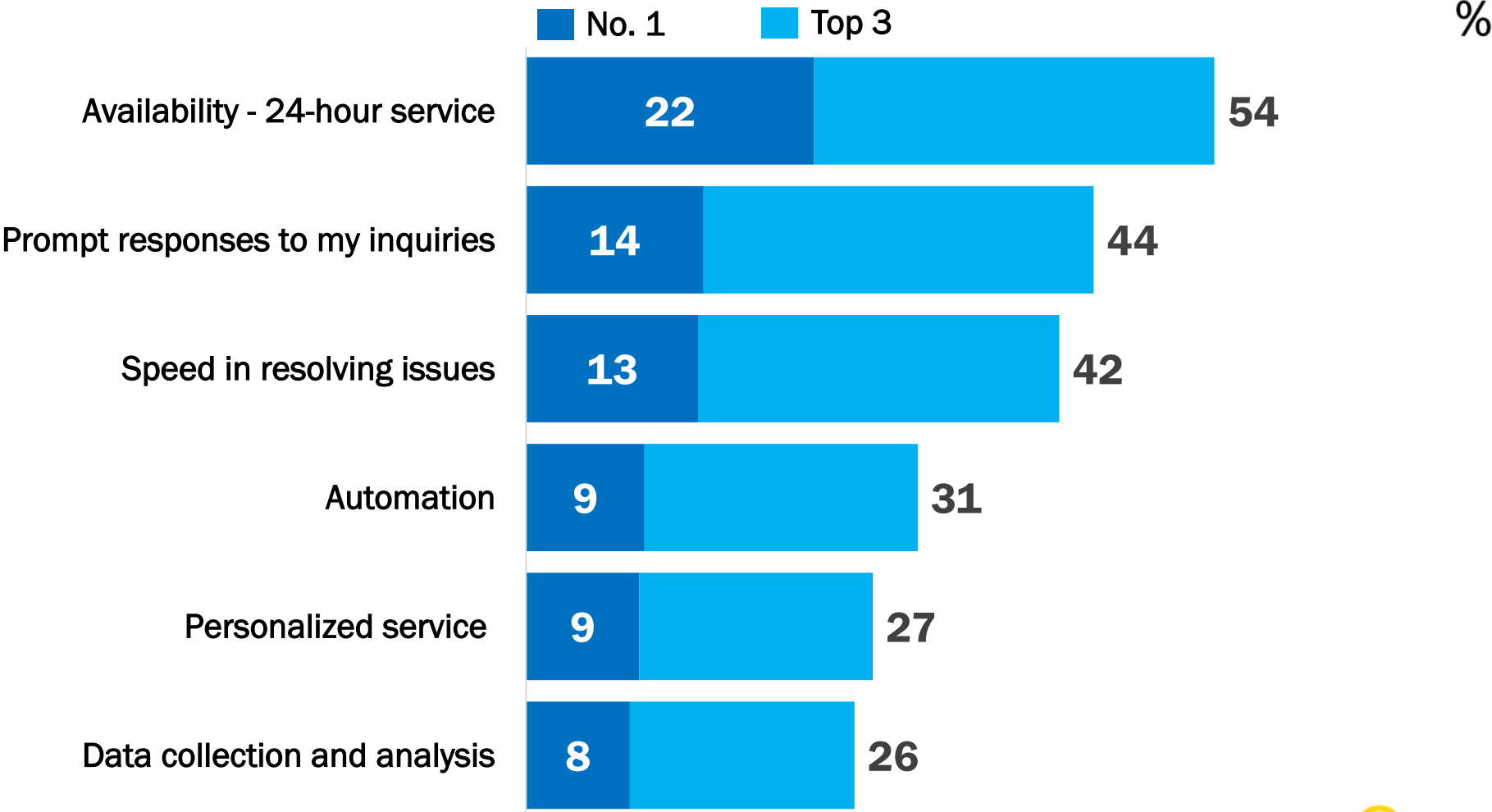
*“Artificial Intelligence will transform customer service...”*

%



# 24-hour support, instant responses, and faster issue resolution: The **three biggest benefits** of AI in customer service

*“In what ways do you think AI tools contribute to improving customer service?”*



# Two out of three Greek consumers are comfortable using new technologies in CX

“How comfortable do you feel using new technologies (e.g., chatbots, online tools, voice.ai) to serve you?”

%

October 2025

VS

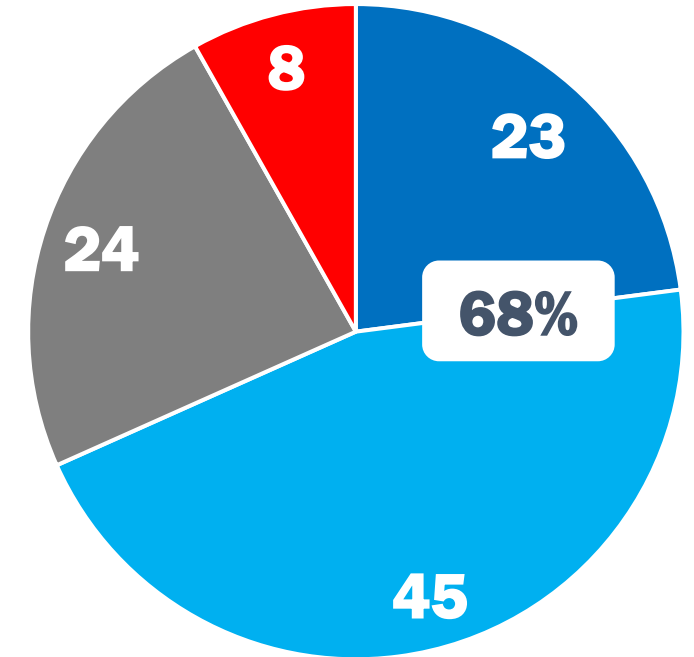
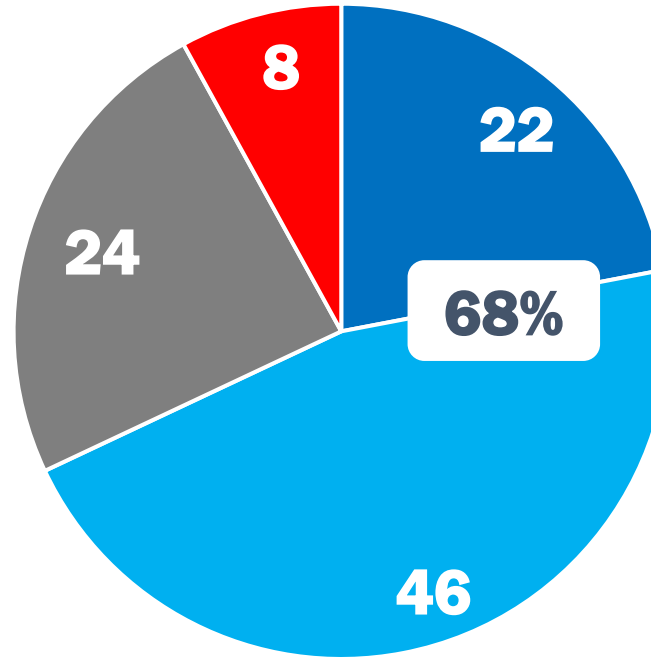
May 2026

Very familiar

Fairly familiar

Moderately familiar

Not very/not at all familiar





24/7 ΥΠΟΣΤΗΡΙΞΗ

ΕΞΑΤΟΜΙΚΕΥΜΕΝΕΣ  
ΕΜΠΕΙΡΙΕΣ

ΑΥΤΟΜΑΤΟΠΟΙΗΣΗ  
ΔΙΑΔΙΚΑΣΙΩΝ

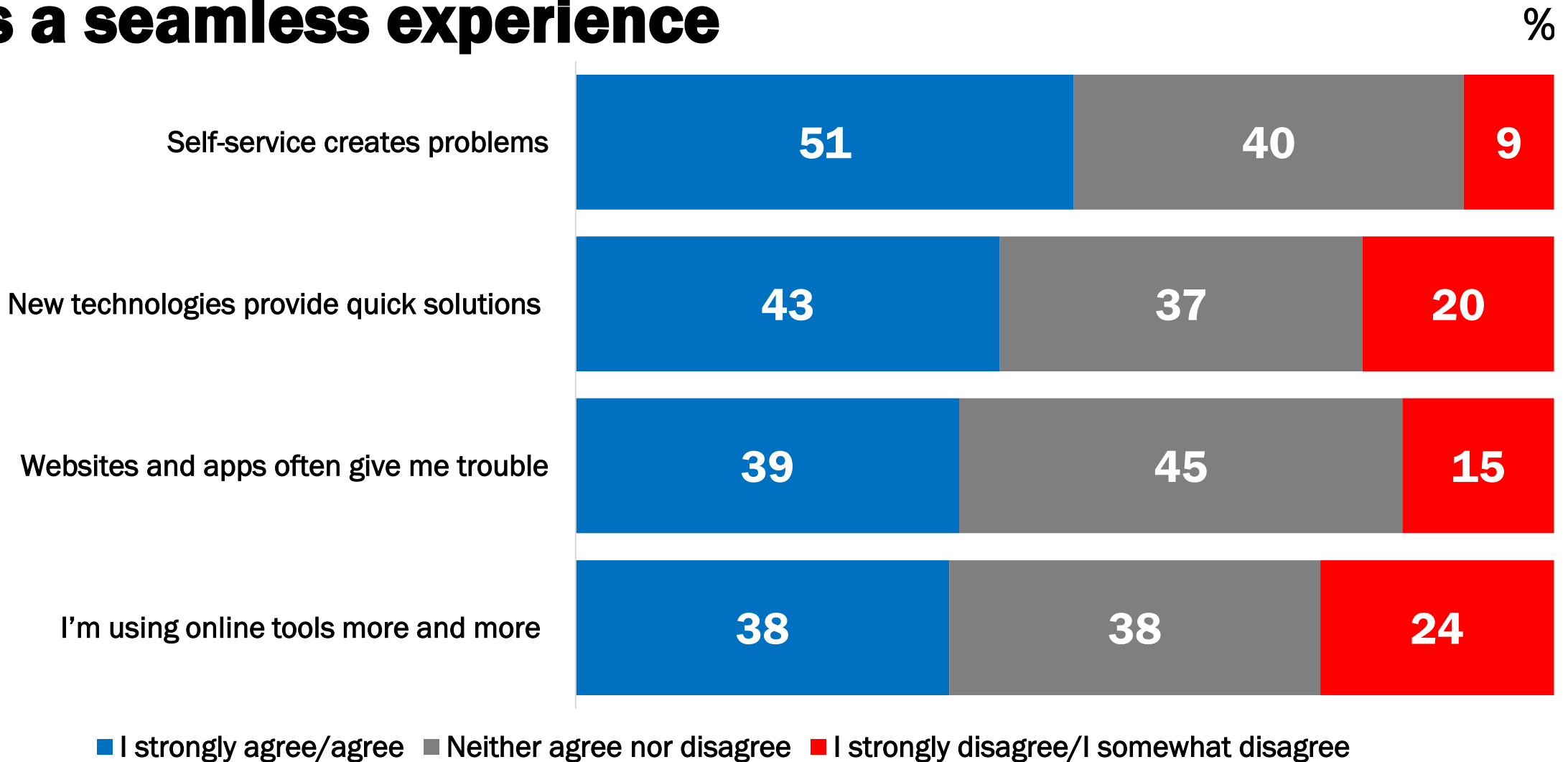
**#2 KEY LEARNING**  
*AI is becoming a trusted ally  
in customer experience.*

*Consumers primarily value  
the 24/7 availability,  
instant responses, and  
faster issue resolution it  
provides.*

# SECTION C: The Customer of Tomorrow



# Digital services deliver speed, but not always a seamless experience



# The Future of Customer Experience:

## For simple tasks, digital; for complex ones, human support

%

New technologies for simple questions

65

26

9

Despite all the progress, I prefer human communication

64

29

7

New technologies don't solve difficult issues

64

26

10

■ I strongly agree/agree   ■ Neither agree nor disagree   ■ I strongly disagree/I somewhat disagree

# Two out of three Greek consumers **remain comfortable** using new technologies in CX

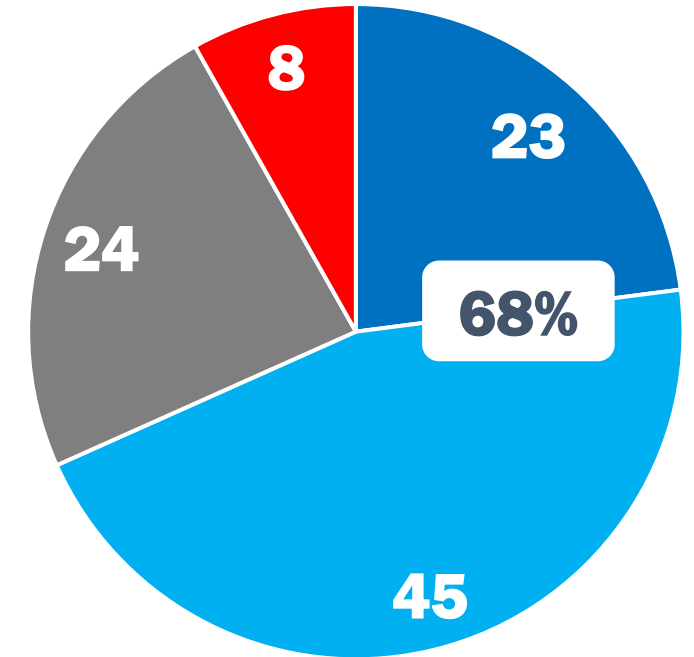
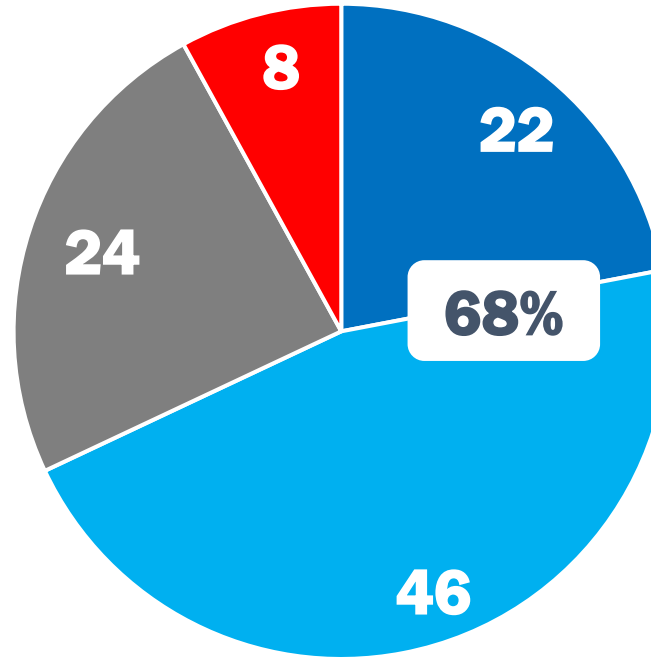
*“How comfortable do you feel using new technologies (e.g., chatbots, online tools, voice.ai) to serve you?”*

%

October 2025

VS

May 2026



# Respect for the environment still matters, but is no longer a top priority for all consumers

*“When choosing a company or organization for products or services, how much does it influence you if...*

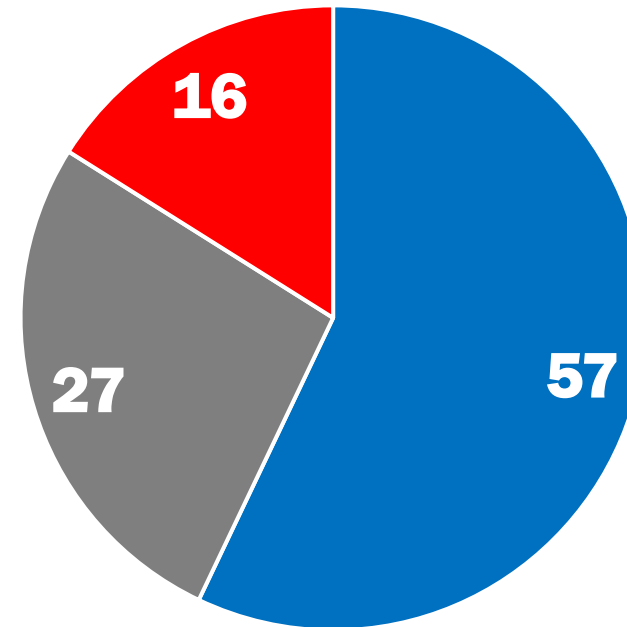
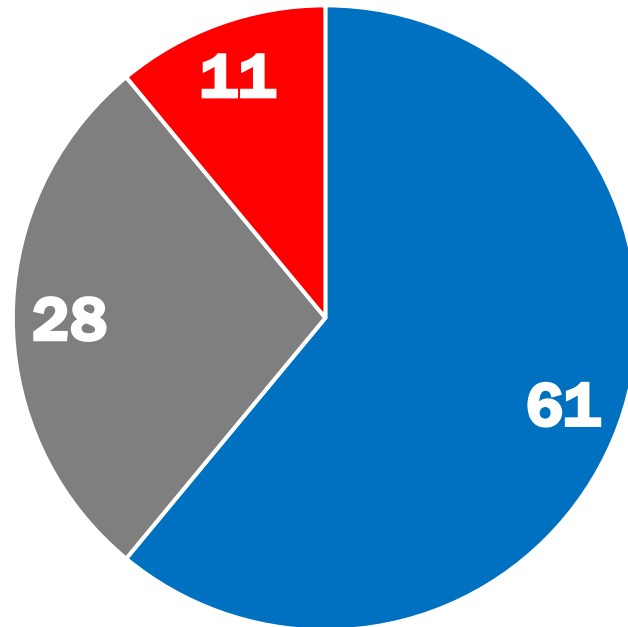
*... shows respect for the environment*

%

October 2025

VS

May 2026



■ To a very large extent/quite a bit

■ Moderately

■ A little/not at all

# Social impact is an important consideration, but not a decisive factor for consumers

*“When choosing a company or organization for products or services, how much does it influence you if...*

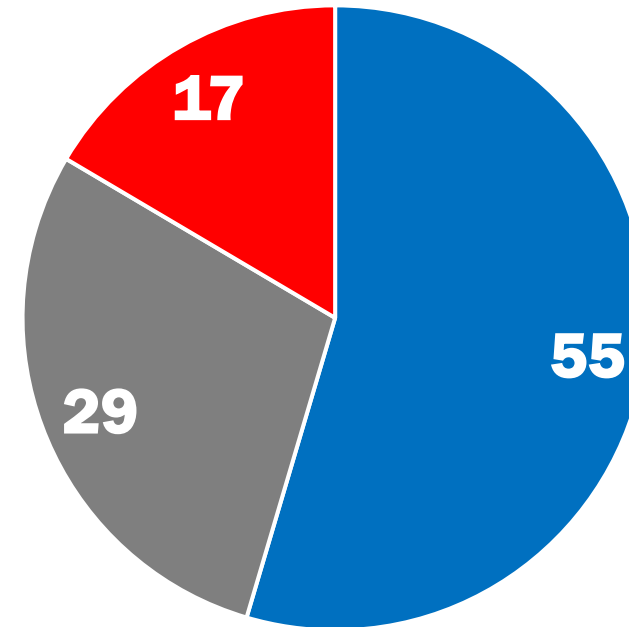
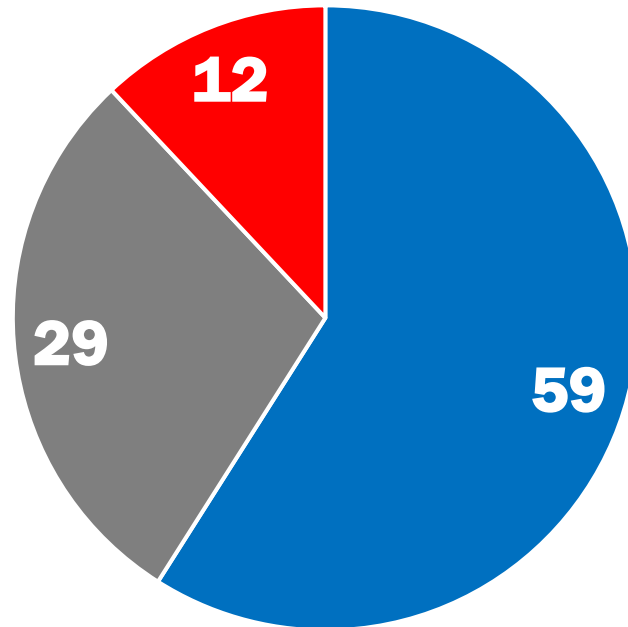
*... it supports social initiatives*

%

October 2025

VS

May 2026



■ To a very large extent/quite a bit

■ Moderately

■ A little/not at all



## #3 KEY LEARNING

***Tomorrow's customer is digitally savvy and open to technology, yet still seeks human support at critical moments in the customer journey.***

***ESG factors (environmental and social impact) continue to influence consumer choice, although they are not decisive.***

# CX stories: Experience Barometer “AI & Trends in CX”

Nationwide Survey Results

Wave A: 2026

Part: B

*Thank you!*

Want more info? Ask [xenia@focus.gr](mailto:xenia@focus.gr)

