


CX stories: The next season – the power of experience

National Survey Results
B'wave_2025
Part: B







CX Stories by Focus Bari



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



Positive experiences WOW CX Stories 😊 are recorded as part of the National Customer Service Week **organised by** the Hellenic Institute of Customer Service **every October**, awarding **the three most impressive ones**



Negative experiences OUCH CX Stories 😞 are also recorded to serve as **sources of inspiration for improvement**

Research specifications



The previous edition (Part A), focuses on service experiences, presenting narratives and trends that highlight the "voice of the customer".

This edition (Part B) evaluates today's overall service quality, explores the role of Artificial Intelligence (AI), and sheds light on the expectations of the "customer of tomorrow."

Online interviews via YouGov panel

Structured questionnaire

Population: Men & Women aged 18+ nationwide

Representative sample: 1,002 individuals.

Conducted: October 2025

Focus Bari is YouGov's Affiliate Partner in Greece
(www.yougov.com)



Contents

Part B:



The quality of today's service



Artificial Intelligence in customer service



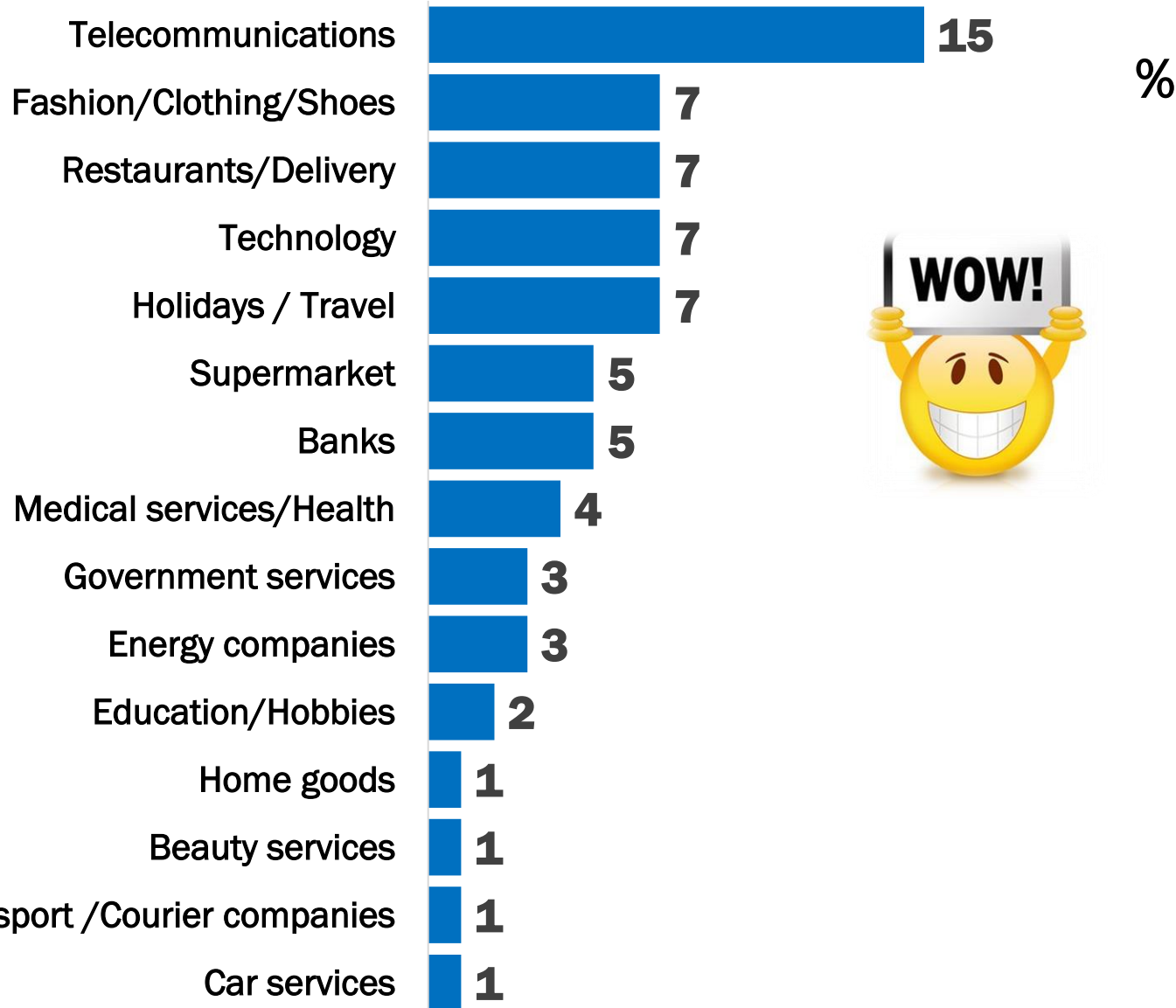
The customer of tomorrow

SECTION A:

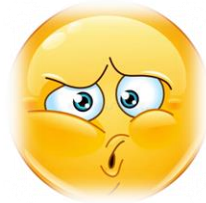
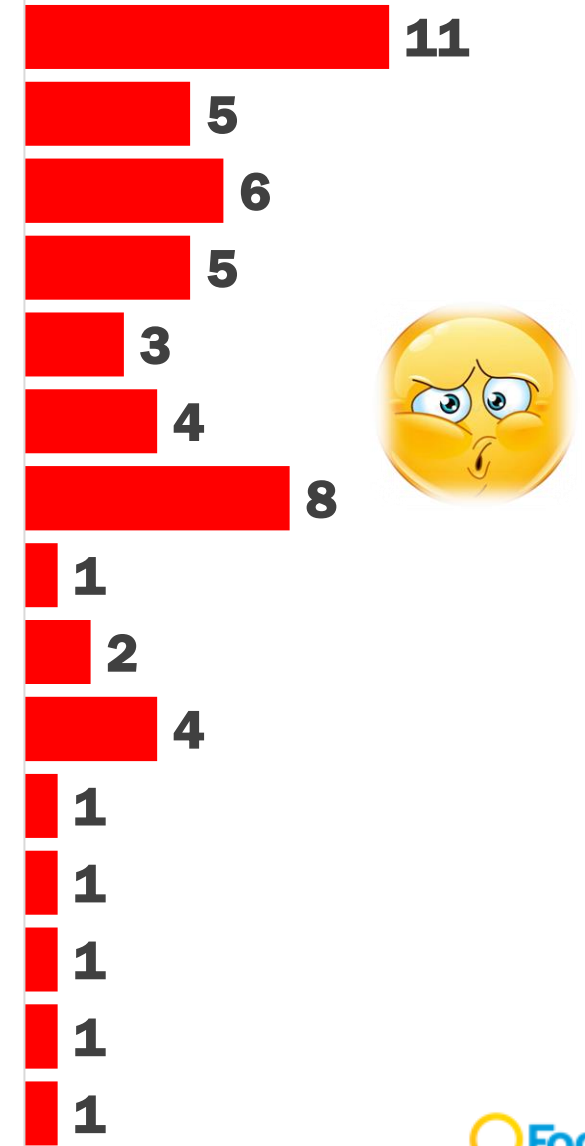
The quality of today's service



Intensity of experiences by sector: **Positive** vs **Negative**

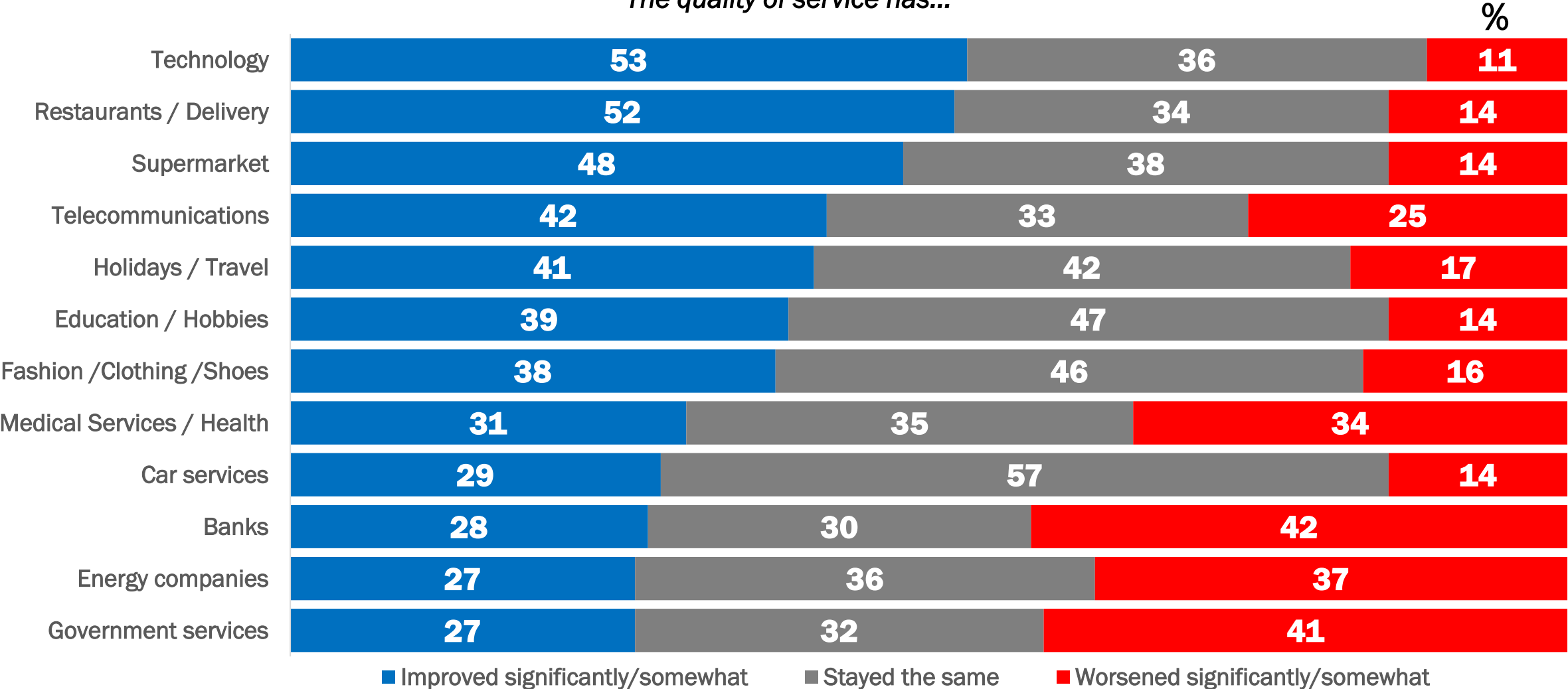


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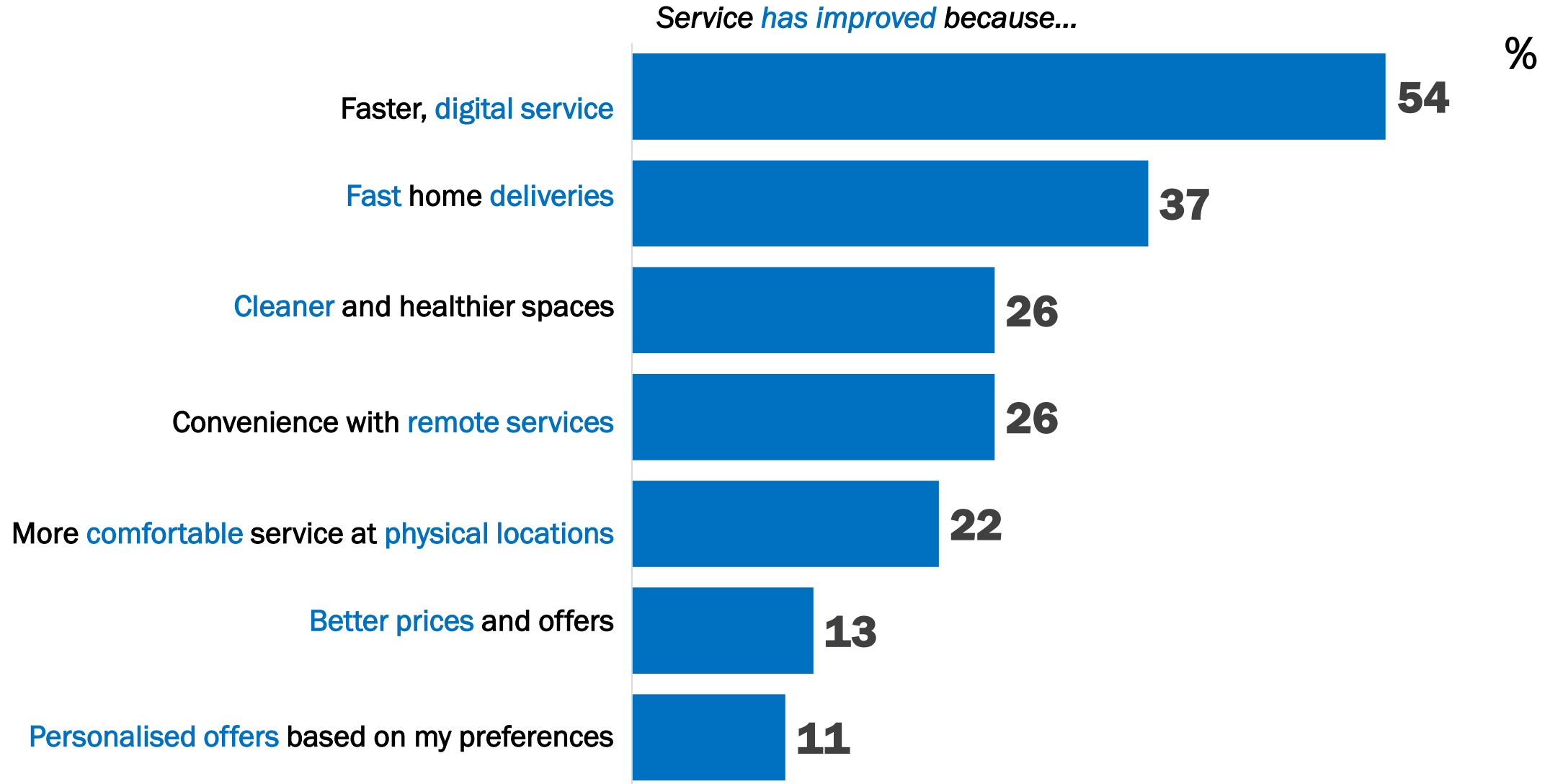


Greeks appreciate the improvement in customer service: The technology, catering & supermarket sectors stand out the most

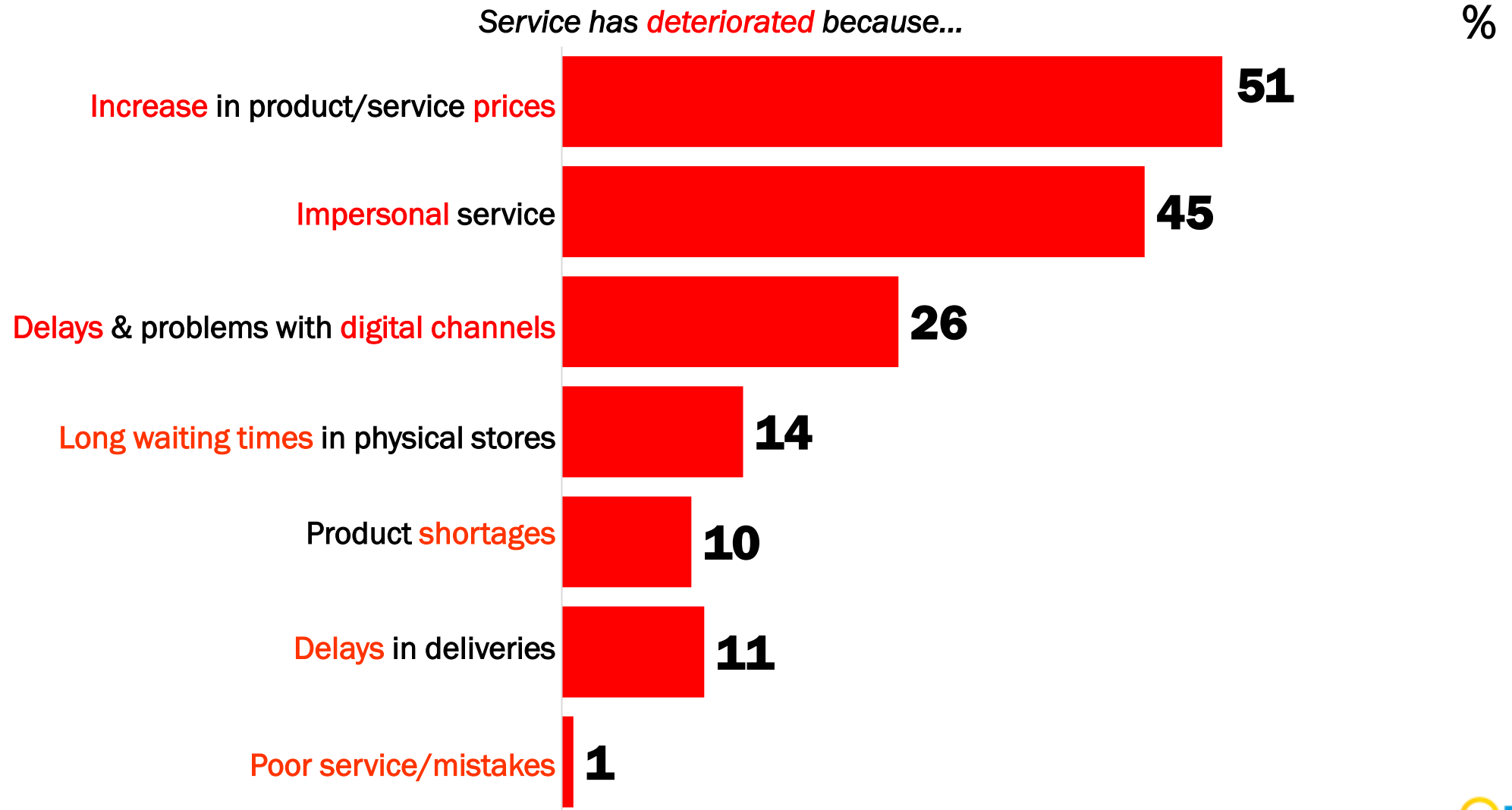
"The quality of service has..."



More than 1 in 2 consumers see digital transformation as an improvement in service, with fast delivery following...



On the other hand, increased prices and a cold attitude worsen the customer experience

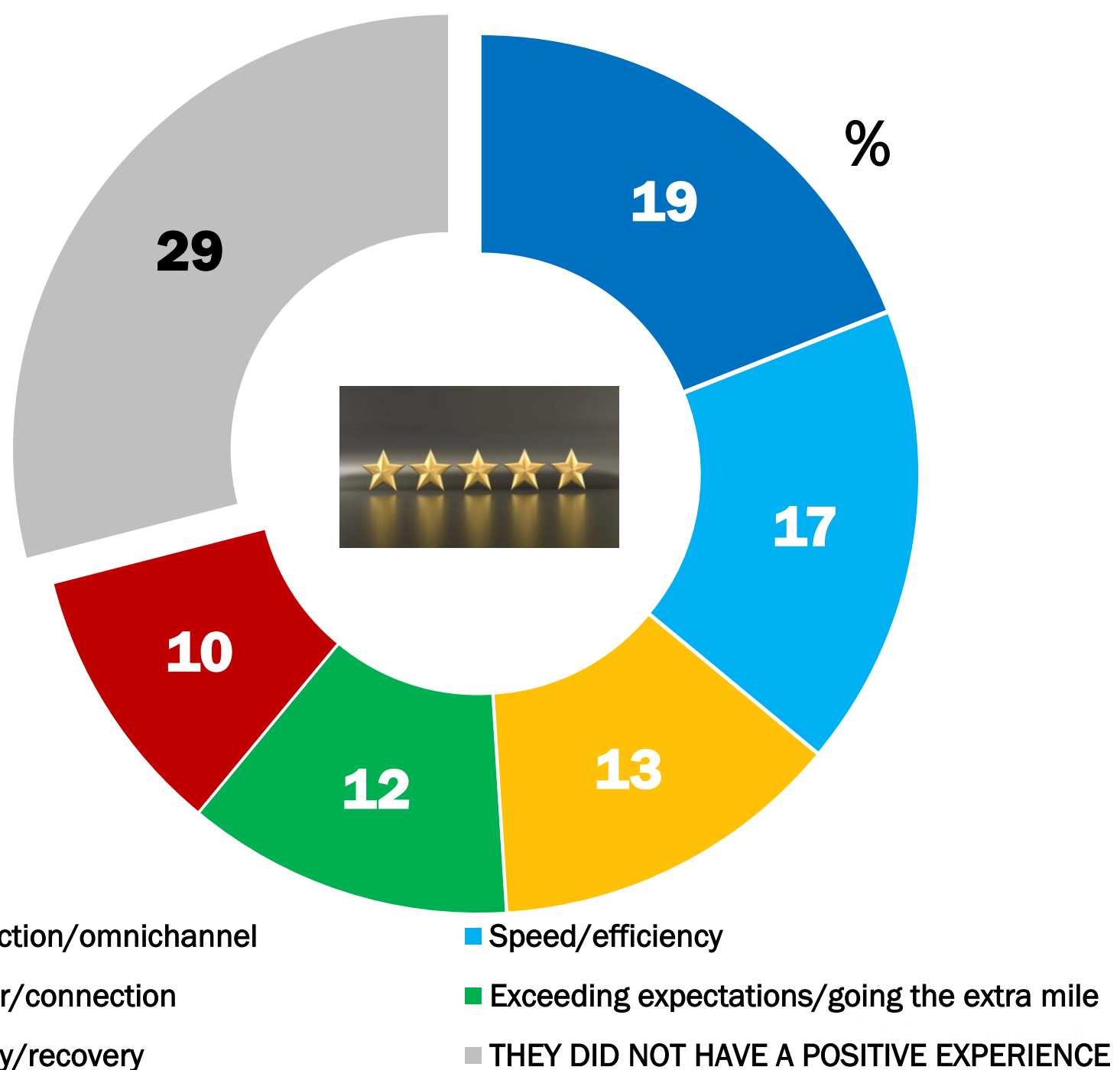


Customers remember actions, not procedures!

Meeting basic needs and providing fast, effective service builds trust.

Human connection and a genuine willingness to go the extra mile build loyalty.

All of the above are key components of a positive experience.



SECTION B:

Artificial Intelligence in customer service



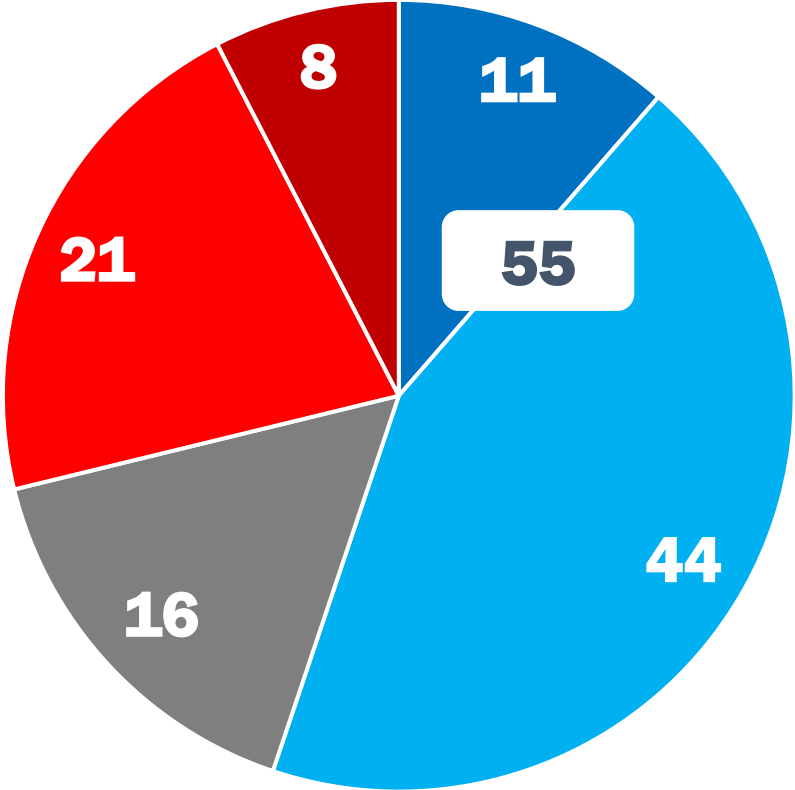
AI gains ground: clearly more positive stance within 6 months

“Artificial Intelligence will handle customer service...”

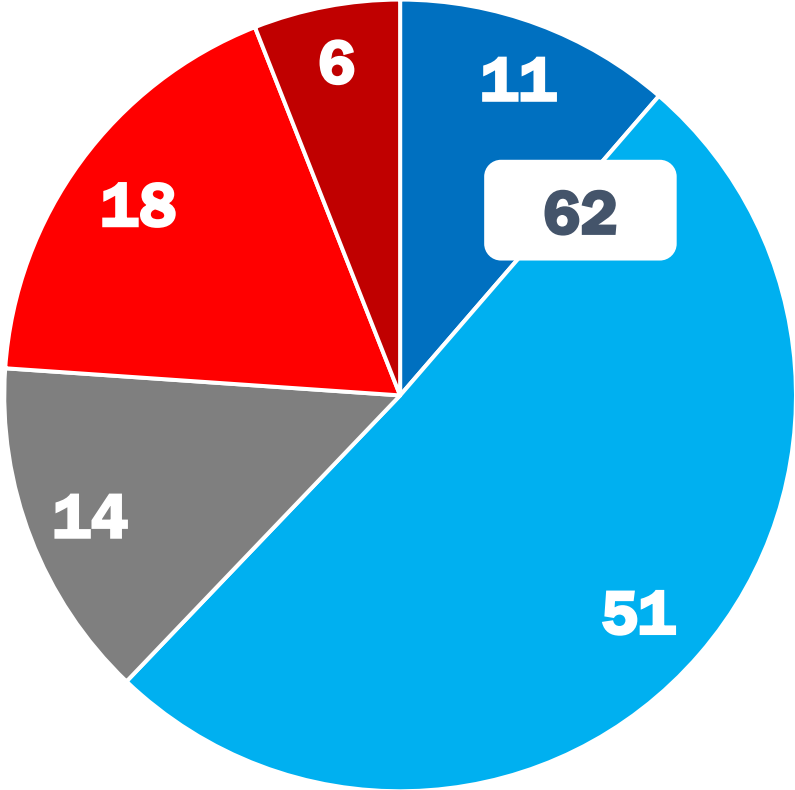
April 2025

VS

October 2025



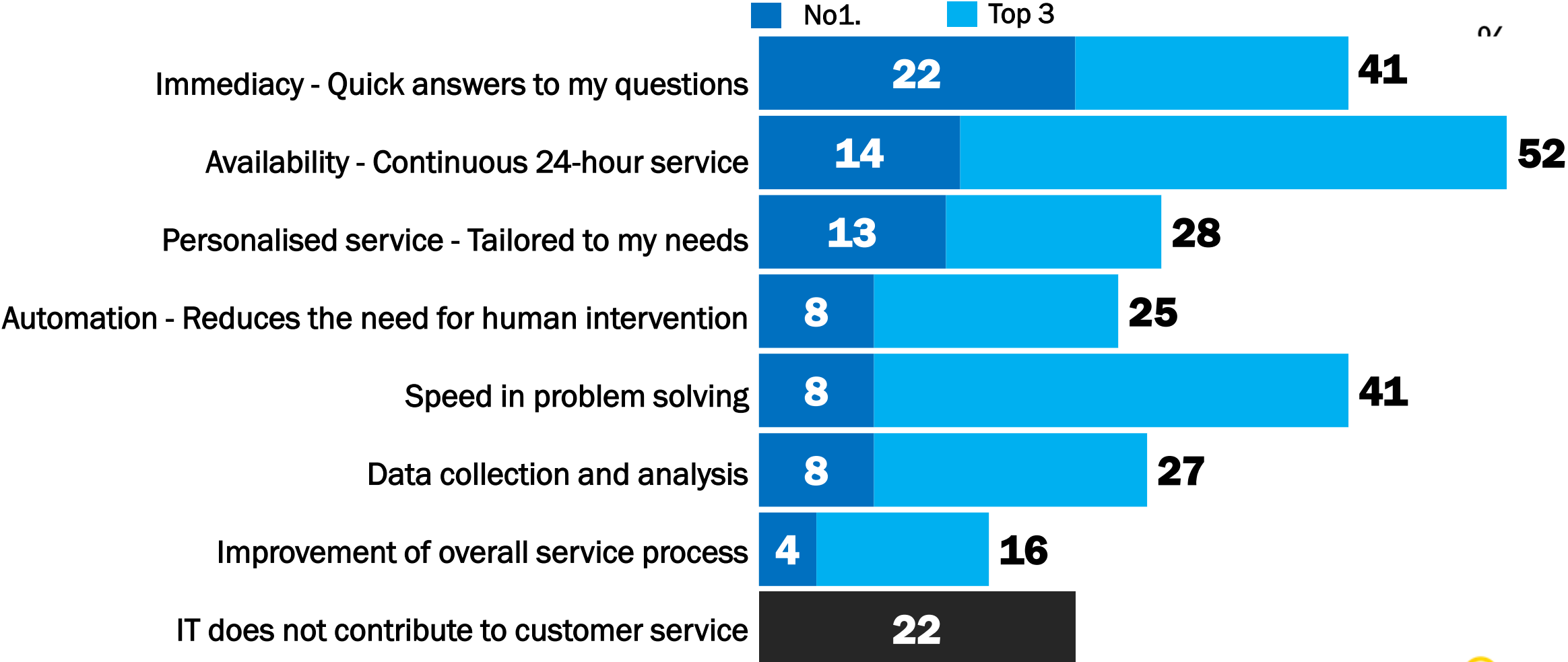
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■ Much better ■ Quite better/effective ■ Will not affect it at all ■ Worse ■ Much worse

Only 1 in 5 sees no benefit from AI, most appreciate fast response times, constant availability and immediate reply

"In what ways do you think artificial intelligence tools contribute to improving customer service?"



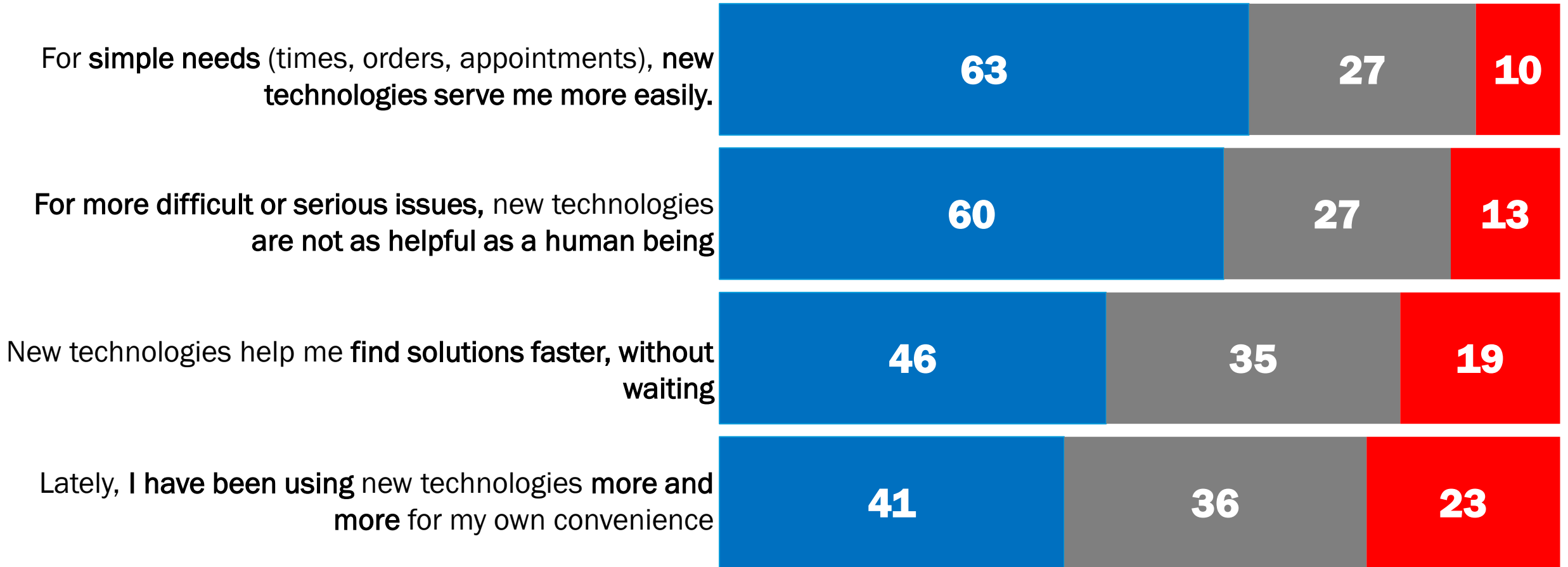
SECTION C:

The customer of tomorrow



Greeks find **digital tools useful for simple tasks,** **but for more complex issues, they prefer human contact**

%



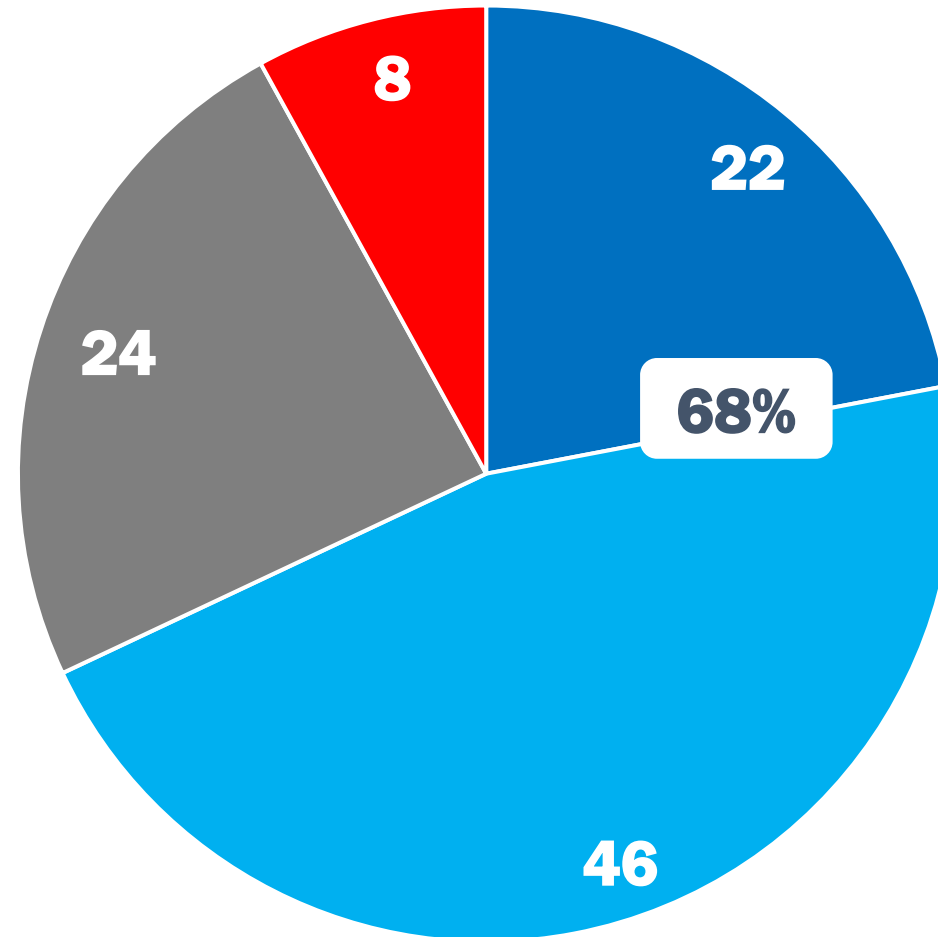
■ I strongly agree/agree

■ Neither agree nor disagree

■ Strongly disagree/somewhat disagree

Despite reservations, digital services are now familiar to two out of three consumers

"How comfortable do you feel using new technologies (e.g. chatbots, online tools, voice.ai) for customer service?"

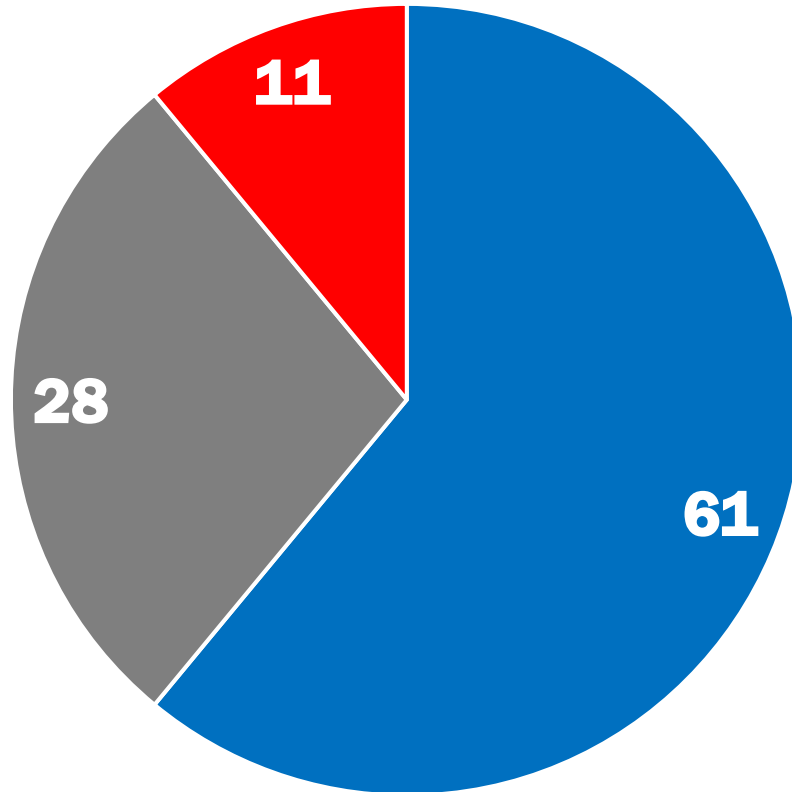


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ESG responsibility matters: 3 out of 5 Greeks prefer companies with a positive environmental and social impact

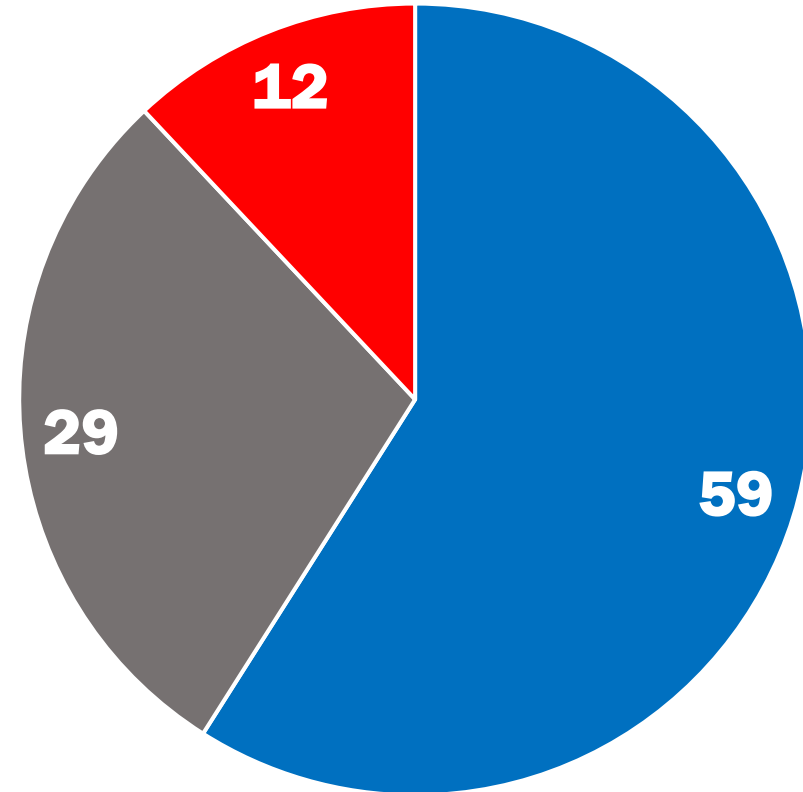
“When choosing a company or organisation for products or services, how much does it influence you if it...

...shows respect for the environment



...supports social causes

%



■ To a very large extent/quite a lot

■ Moderately

■ A little/not at all

Key Learnings

1

The experience is enriched and customers feel it.

Digital transformation is not just about "tools": it is the expectation that everyday transactions will become simpler, faster and more convenient for the consumer.

2

Human presence and "going the extra mile" really make a difference.

Meeting basic needs and providing speed build trust, but authenticity, caring, and proper recovery build loyalty.

3

Artificial Intelligence is changing the pace of customer service.

Key advantages include quick responses, immediate availability, and 24/7 presence. The majority (63%) see immediate benefits in their customer experience, especially for simple needs (appointments, information, etc.) through the use of new technologies

4

Responsibility is not just "nice to have"; it is a key requirement .

Three out of five Greeks choose companies that respect the environment and support society. Experience is not just about service; it's about values.

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Thank you!

Want more info? Ask xenia@focus.gr

