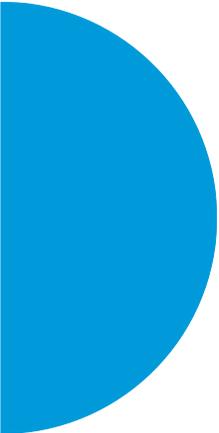


CX stories: Next chapter – the power of experience

National Survey Results
B'wave_2025
Part: A





CX Stories by Focus Bari



Twice a year (March – October) we record customer experiences with any organization described in their own words



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



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

Research specification



The current edition (Part A) focuses on customer service experiences, highlighting the “voice of the customer.” through stories and emerging trends.

The next edition (Part B) will explore the role of Artificial Intelligence (AI) in customer service, the impact of technology on shaping the service experience, and will provide an overall assessment of customer experiences.

Online interviews via YouGov panel

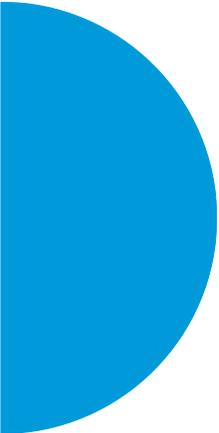
Structured questionnaire

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 A:



Voice of the customer



Emotion behind the experience



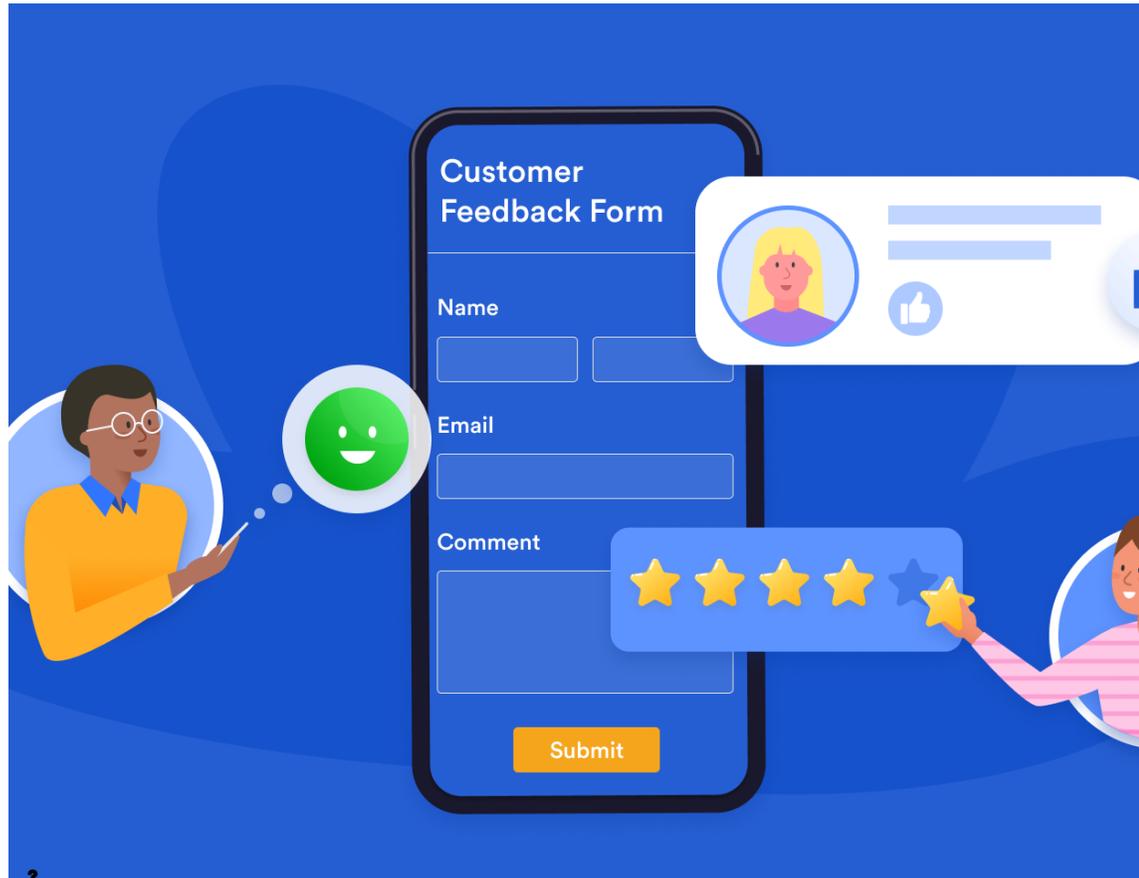
The "do's & don'ts" of customer experience

SECTION A:

Voice of the customer



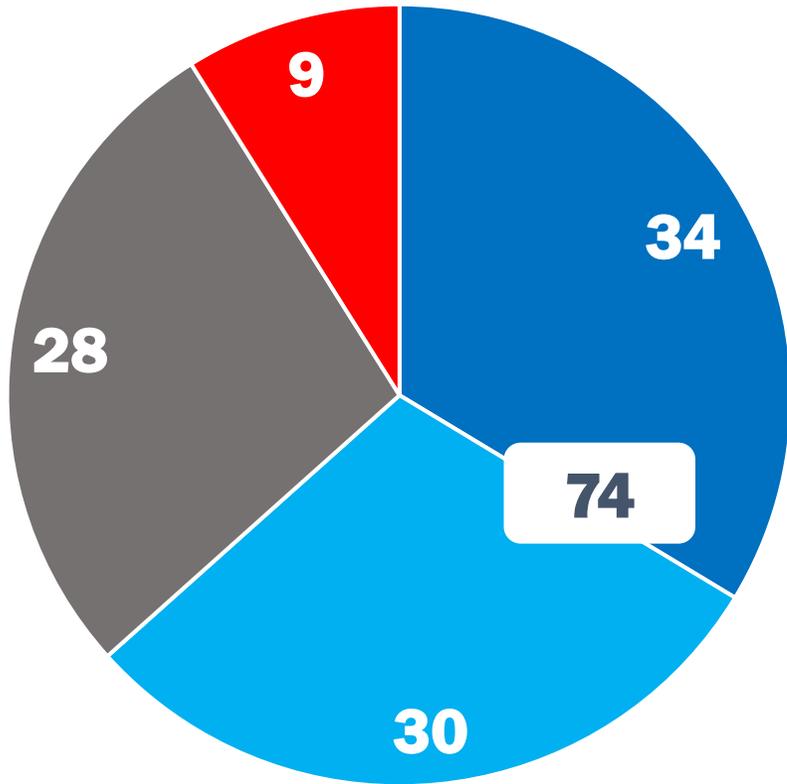
Before buying...



"How often do you read or consult reviews and ratings from others when choosing to buy a product or service?"

The opinions of others influence our purchases: 3 out of 4 Greeks read reviews before making a decision

Average score
Read reviews: 3.8 times/5



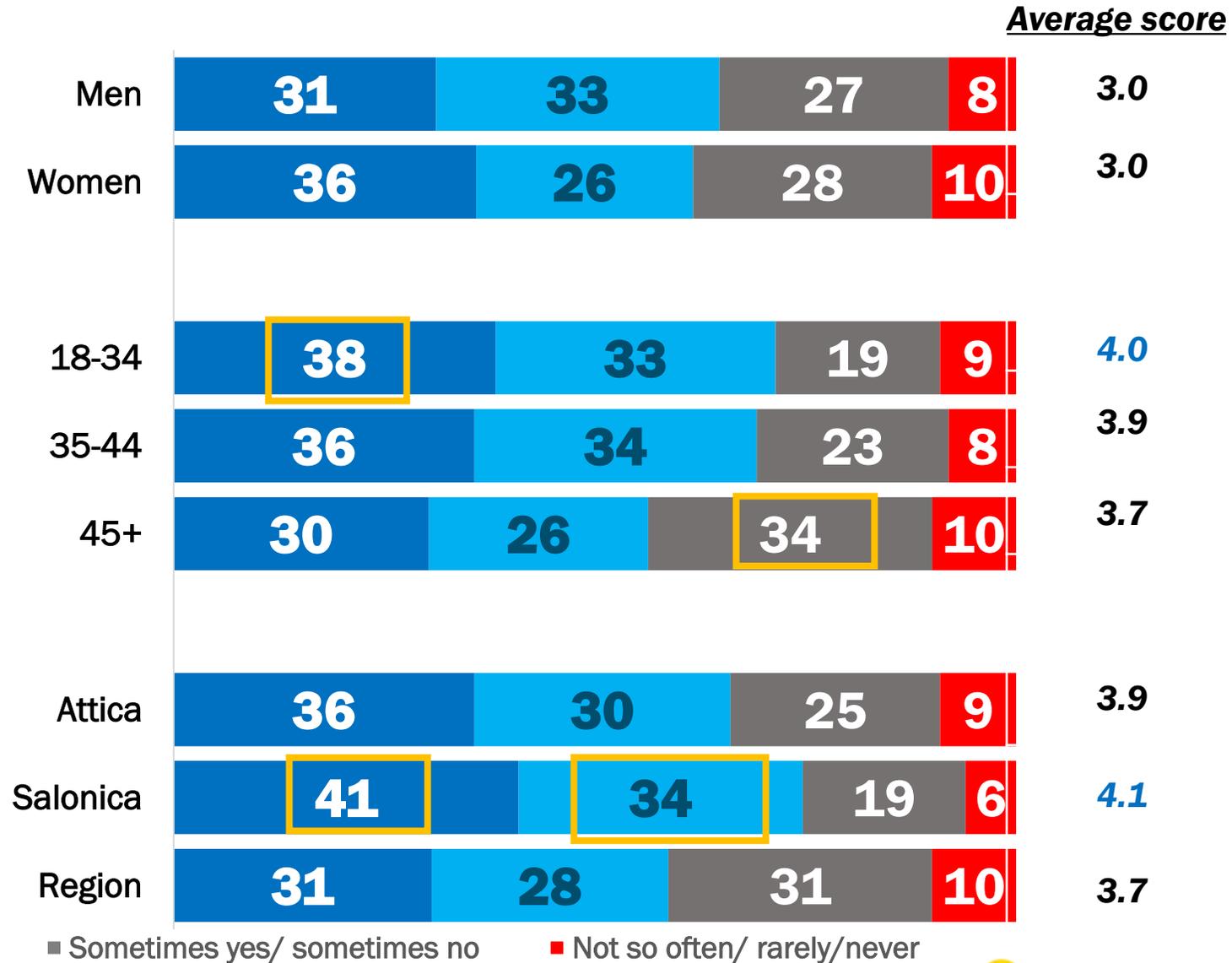
Always/ almost always

Systematically/ quite often

Sometimes yes/ sometimes no

Not so often/ rarely/never

%



Our experiences...



*"And how often, if at all, do you take the initiative to give your feedback after an experience with an organization at any point of contact with it (online site, online social media, telephone, in-store), when that experience **was exceptional (WOW)?**"*

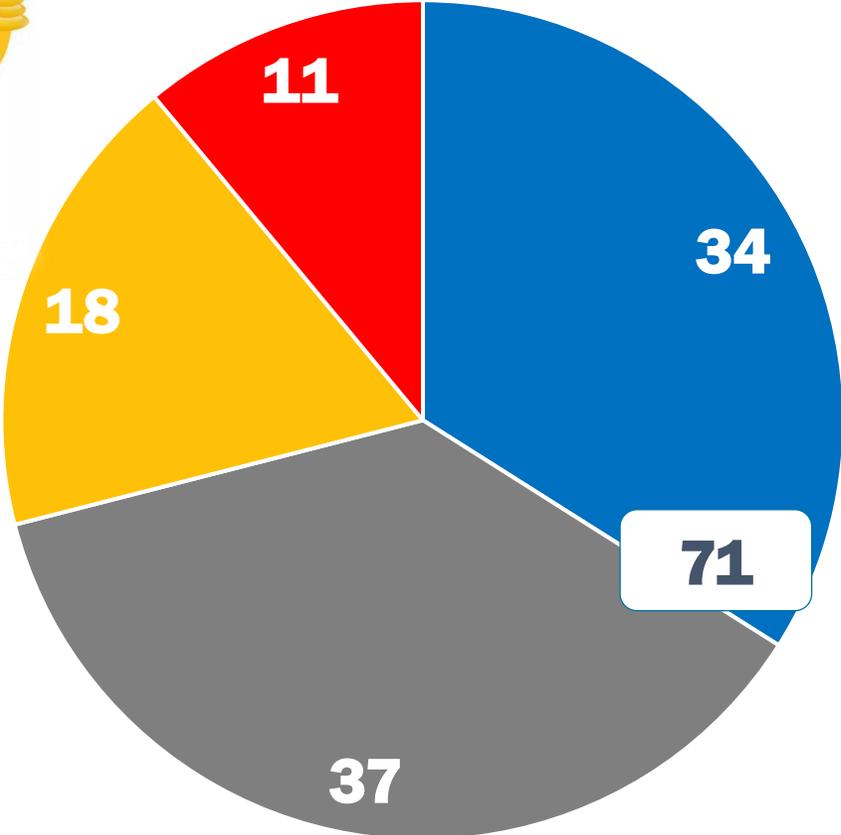
*"And how often, if at all, do you take the initiative to give your opinion after an experience with an organization at any point of contact with it (online site, online social media, telephone, in-store), when that experience **was disappointing (OUCH)?**"*

Greeks share the sentiment – whether it's **WOW** or **OUCH**

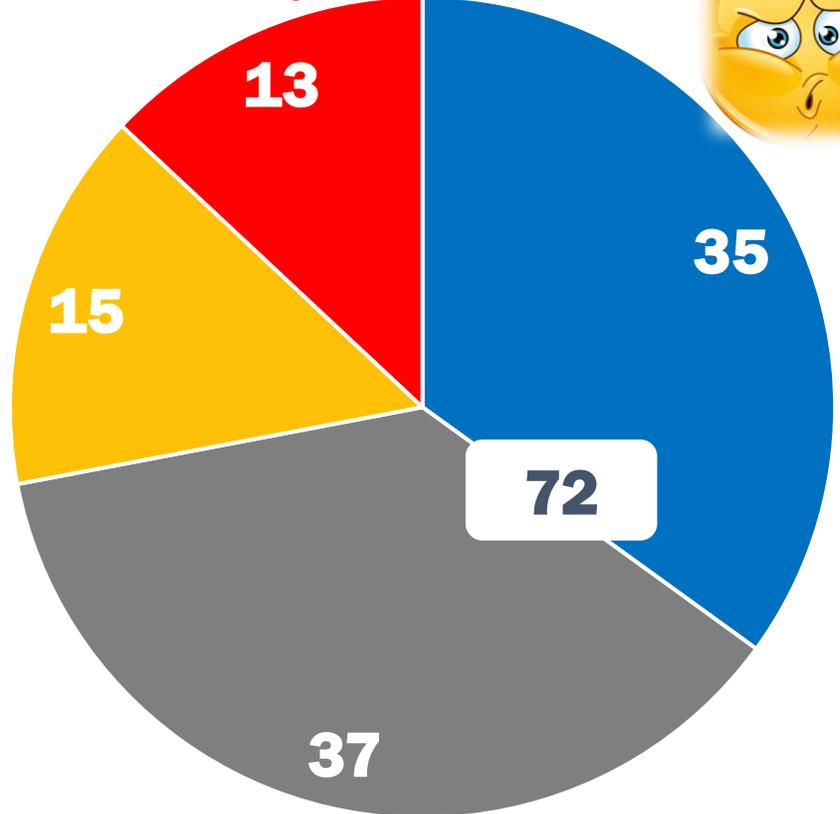
Emotion is the catalyst for every experience.



...exceptional experience WOW...



bad experience OUCH...



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

Our experiences always have something to say...



*"How often do you talk with friends/acquaintances an experience you had with an organization when that experience was: **exceptional (WOW)**."*

*"How often do you talk with friends/acquaintances an experience you had with an organization when that experience was: **bad (OUCH)**."*

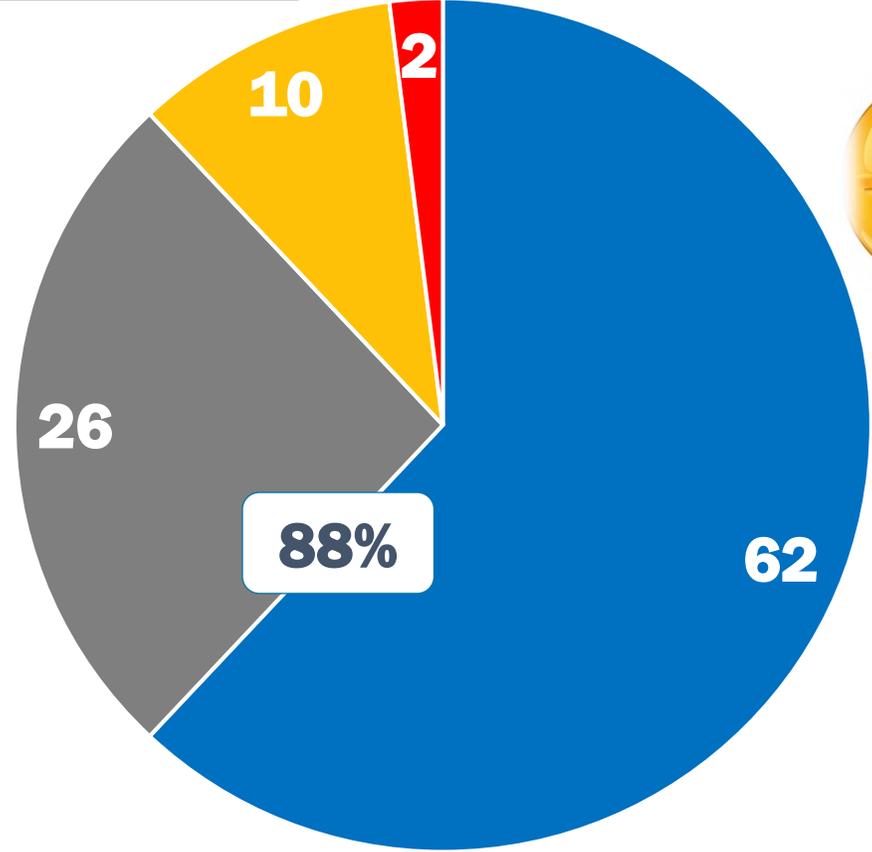
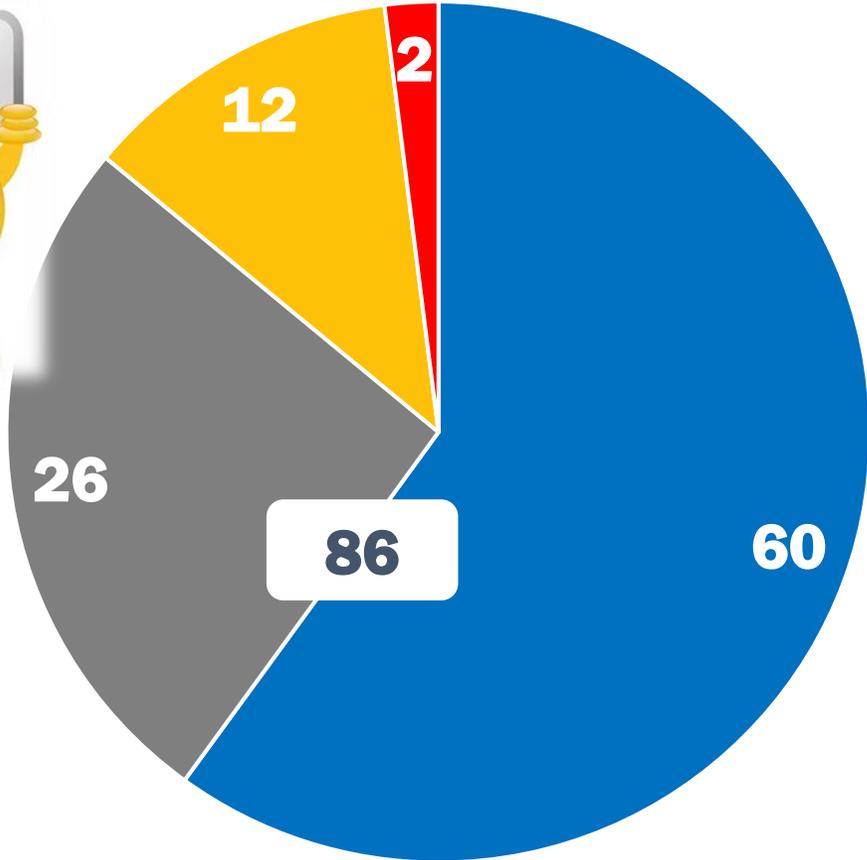
The power of word of mouth:

customers talk—with a smile or disappointment—about every experience that moves them

When an experience touches you, it finds a voice

an exceptional WOW experience...

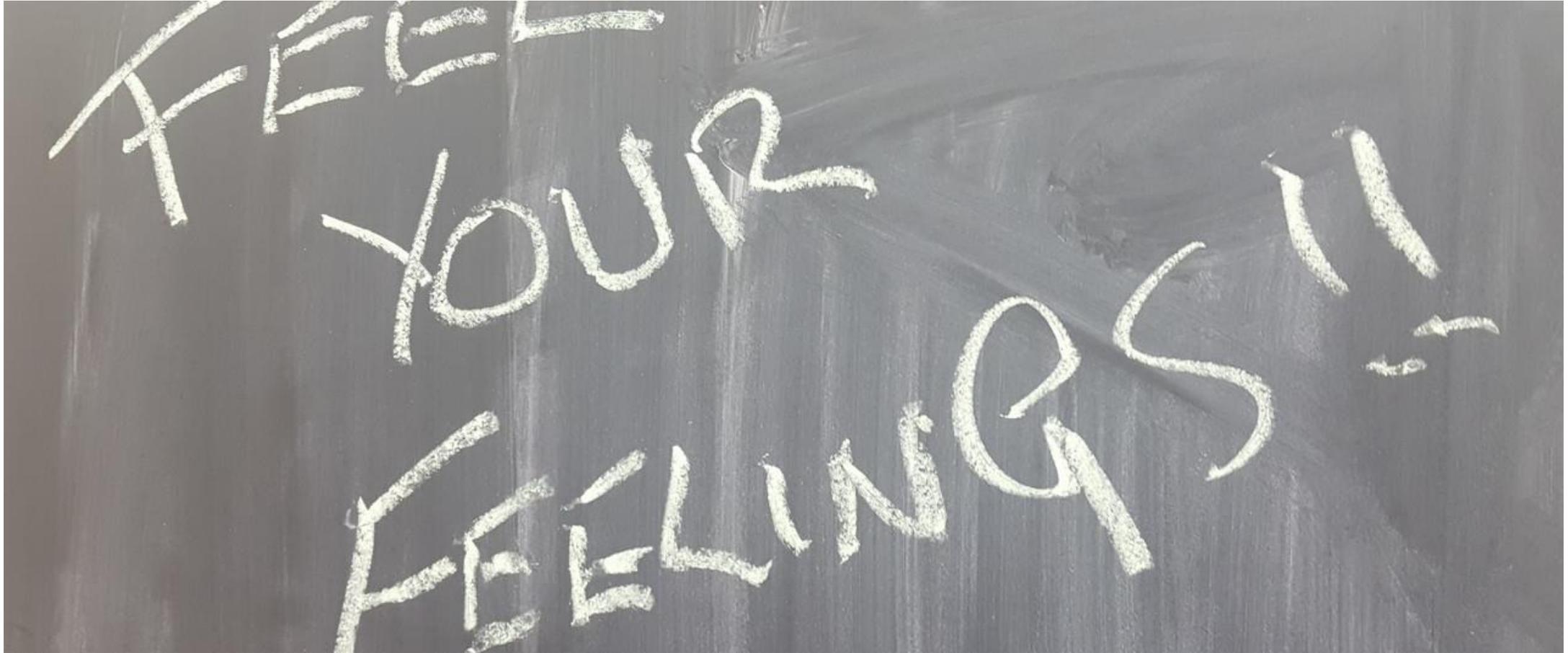
a bad OUCH experience...



- Systematically/often
- Sometimes yes/sometimes no
- Rarely/Not so often
- Rarely/never

SECTION B:

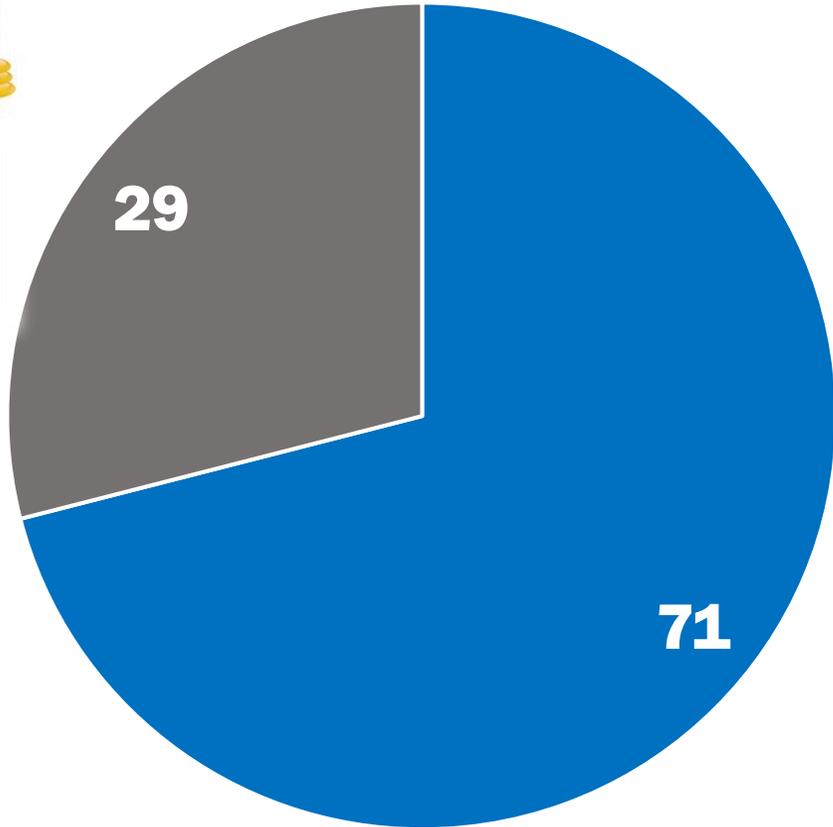
The emotion behind the experience



Balance of experiences:

Greeks experience more WOW moments... but they also remember the OUCH ones

At least one positive experience in the last 6 months



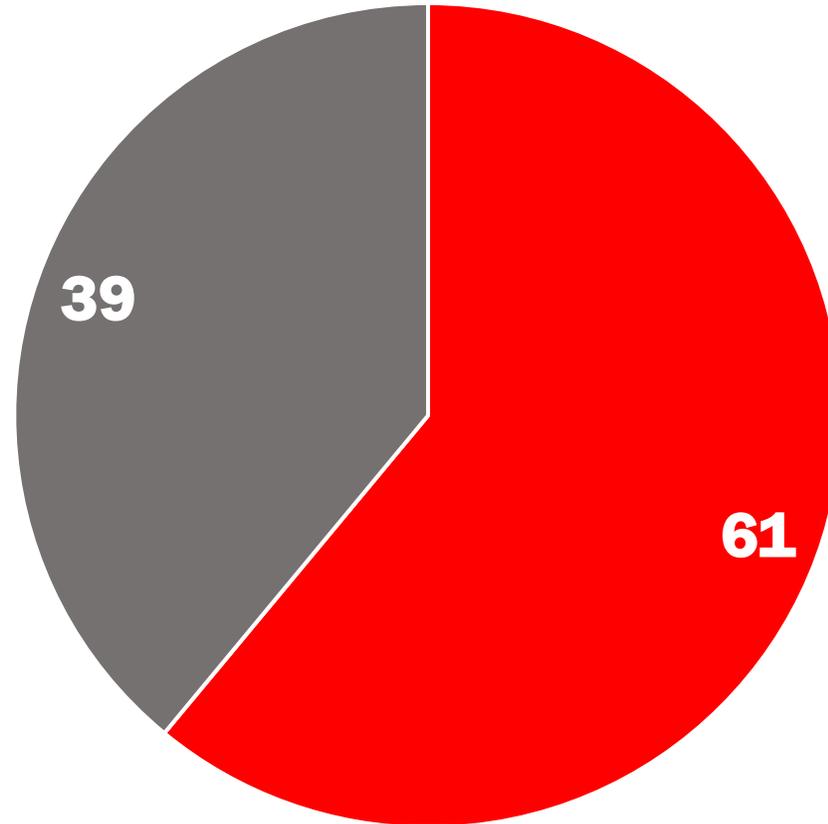
■ At least 1 Positive

■ None in the last 6 months

At least one negative experience in the last 6 months



%



■ At least 1 Negative

The experiences behind the numbers – people's stories



Real voices, real experiences.

Participants share the moments of service that made them say

WOW or **OUCH** – exactly as they experienced them.

*The following pages present
the most representative ones...*

Positive experiences, authentic stories...

*I had sent an email to a public service... about a case that had been delayed for over 90 days. Three days later, on Friday evening at 8:30 p.m., the phone rang—it was the **head of the service!***

Within five minutes, she resolved the issue, apologized for the delay, and thanked me for my understanding.

*I **couldn't believe it**; I felt that someone in the public sector really cared. It was an experience **that made me smile with pride.***

When empathy meets responsibility, it overturns stereotypes.

Positive experiences, authentic stories...

*"I had just given birth abroad, and my husband, in his excitement and anxiety, entered the wrong PIN at the ATM several times; our card was retained, and we had no other way to withdraw money. We called the bank's customer service... and the employee who answered was so moved by the birth that I felt she would do anything to help us. In fact, they returned our card to us **on the same day.**"*

I thank her from the bottom of my heart, wherever she may be – I will never forget her."

Empathy and immediacy transform a simple service
into an unforgettable human moment.

Positive experiences, authentic stories...

*"I went to buy a laptop with a voucher from an electronics store chain... but I couldn't complete the purchase because they didn't have the paperwork. I left disappointed—until I got a call from customer service **and within minutes they sorted everything out over the phone!** I went back to the store and got what I came for."*

True value is seen when a business turns an obstacle into a solution

*I ordered soccer jerseys online. They arrived **faster** than estimated, perfectly packaged, **with no shipping costs, a 10% discount, and free gifts** – a scarf and a key ring. **I've never used another site since!***

A small surprise builds great trust.

Positive experiences, authentic stories...

"I had a very positive experience buying a custom-made dress. The lady who designed it and the seamstress were excellent—supportive and attentive to every detail.

*The space was warm, and the fittings felt like a little celebration. The most important thing? **We're talking about a 30-year-old neighborhood store that continues to operate with the same love and respect for the customer.**"*

Consistency and love for the customer build bonds, not just transactions

I bought a birthday cake and the POS at the bakery broke down. I didn't have any cash and expected the purchase to be canceled, but the people there said to me:

'Birthdays only come once a year — don't let a broken POS ruin it, come back tomorrow to pay'.

I felt moved and grateful."

When kindness comes before the transaction, the experience is unforgettable.

Positive experiences, authentic stories...

"During our stay through Airbnb, a 112 announcement was issued for rain. The owners brought flashlights and power banks to make us feel safe.

The next day, they offered us local sweets – a simple but very human gesture."

Authentic service is evident in small, spontaneous acts of care

I am in the late stages of pregnancy and my subscription to the telephone company was about to expire... A representative called me, reminded me of the expiration date, and made me a very good offer to renew without having to leave my home. It saved me trouble and stress.

Whenever there is a problem, they offer me a free package – always with courtesy.

When customer service thinks about people before they even ask, it becomes an act of care.

Positive experiences, authentic stories...

"I recently bought a pair of sneakers online in the wrong size.

I contacted customer service and was impressed: they were prompt, polite, and held the correct size for me until mine was returned.

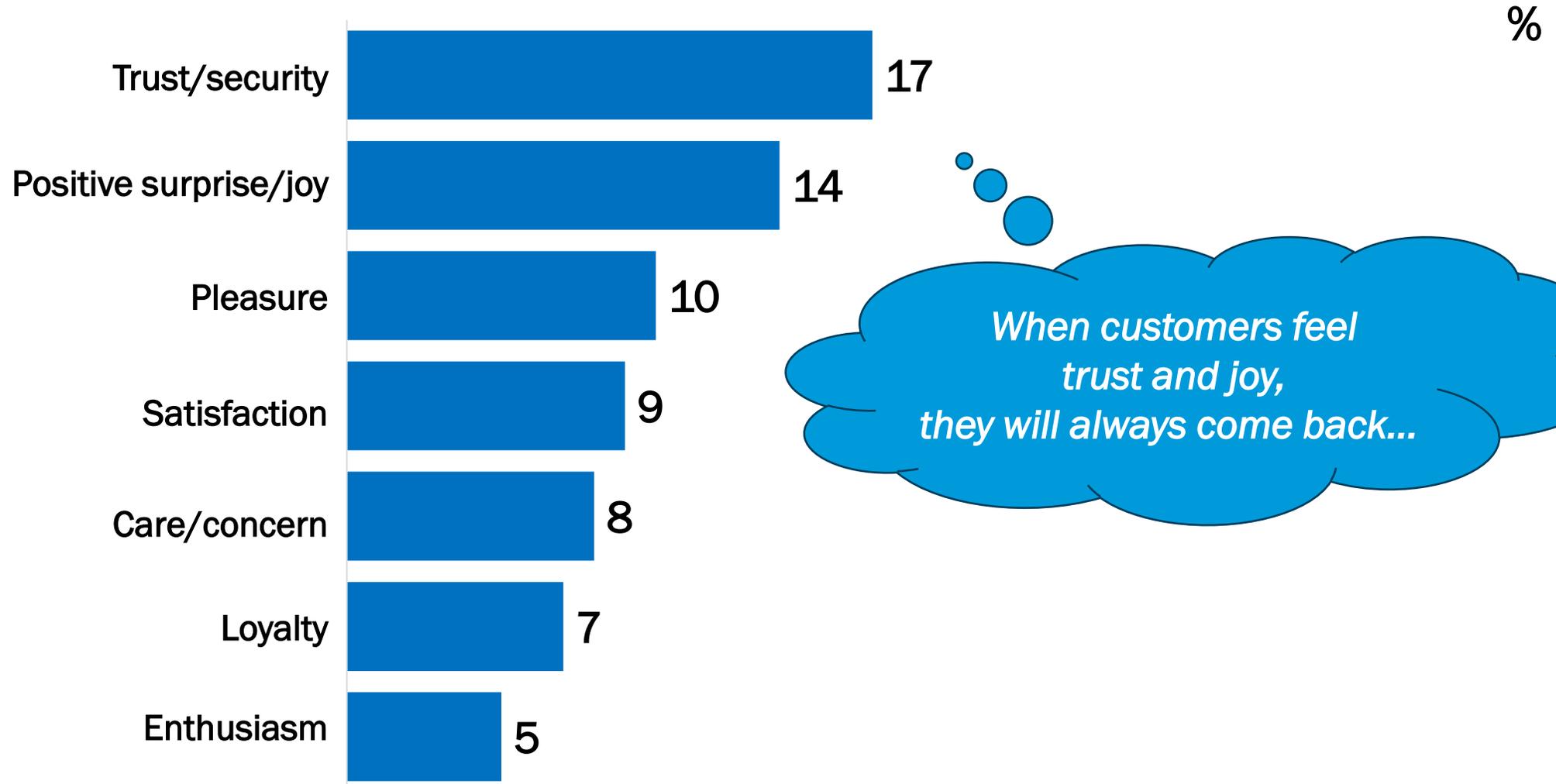
*Within two days, the exchange was complete, with **continuous updates via email.***

*When I received the new pair, there was **a handwritten thank-you note** inside the package—a small but very meaningful gesture that made me feel confident and secure. **I will definitely choose them again.***

The personal touch and consistency make all the difference in service and builds trust.

For Greeks, a positive experience is a feeling... not just a service

"What was the *dominant feeling* you were left with from this experience?"



Negative experiences, authentic stories...

"I was pregnant and waiting at the butcher's shop for half an hour with no one else around. No one told me to come in. When it was my turn, the employee didn't know how to serve me and made inappropriate jokes. I left feeling disappointed."

When respect is lacking, every experience is ruined

"I tried to complete a simple procedure at a bank. Although I had all the necessary documents, each employee asked me for something different; I went back again and again without ever receiving clear instructions. I wasted time and felt frustrated."

When there is a lack of organization, the customer loses trust/dead end.

Negative experiences, authentic stories...

"I witnessed unacceptable behavior by an airline employee... She spoke rudely to a young woman because her suitcase was slightly oversized; the customer agreed to pay, but the employee continued to verbally abuse her, even in front of other people."

A moment of rudeness is enough to tarnish a company's good reputation

We went to a beach bar. All the tables had "reserved" signs on them, even though the place was almost empty. They were selecting customers in a rude manner – which was very annoying.

A business's attitude determines not only the experience, but also the respect it inspires.

Negative experiences, authentic stories...

"I went to a well-known chain store in my area, looking for a product. I asked a girl who was stocking products to tell me where it was. She reluctantly replied that they had run out of that particular product, and when I asked her if they would be getting it back in stock, she didn't even answer me and continued talking to her colleague. I found her behavior extremely rude."

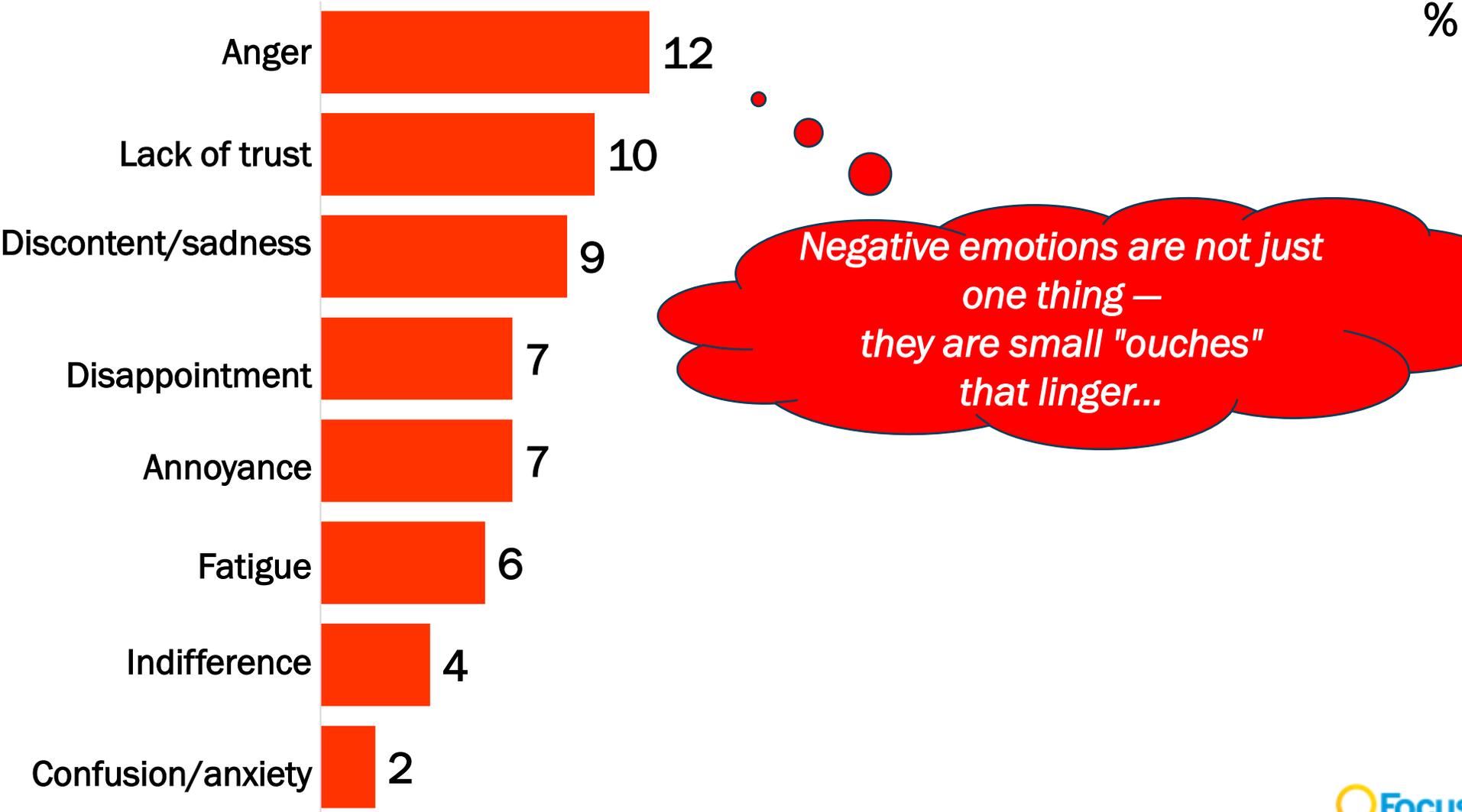
Service is not an obligation, it is an attitude of respect

"I had a problem with my internet connection and couldn't work. I contacted my provider and waited on hold for 25 minutes. When the representative answered, he was cold and rushed, with no desire to listen. I explained that the connection was constantly dropping, which was affecting my work, and his response was, "Restart your router and see if that fixes it."

Indifference negates any positive outcome.

Behind every negative experience, there is an unfulfilled feeling

"What was the dominant feeling that remained with you from this experience?"



KEY POINTS FROM THE "EXPERIENCE TRIPS"

Once again, several respondents mentioned that they had not had any negative experiences in the past six months. Most experiences were related to online services, an area that now dominates everyday life

❖ Positive experiences stole the show

They were more frequent and more vivid, highlighting moments of exceptional service, humanity, and genuine care.

❖ Negative experiences—numerous, but less intense

They mainly concerned rudeness, indifference, or lack of organization, though overall they were less intense compared to the positive ones.



Nevertheless:

- ❖ The bar remains high and is evolving, especially in the world of online service, where experiences must be crafted, not just processed.
- ❖ The positive image does not mean complacency: expectations remain consistently high.
- ❖ In a hybrid service environment, an exceptional experience becomes a habit, not just an expectation.

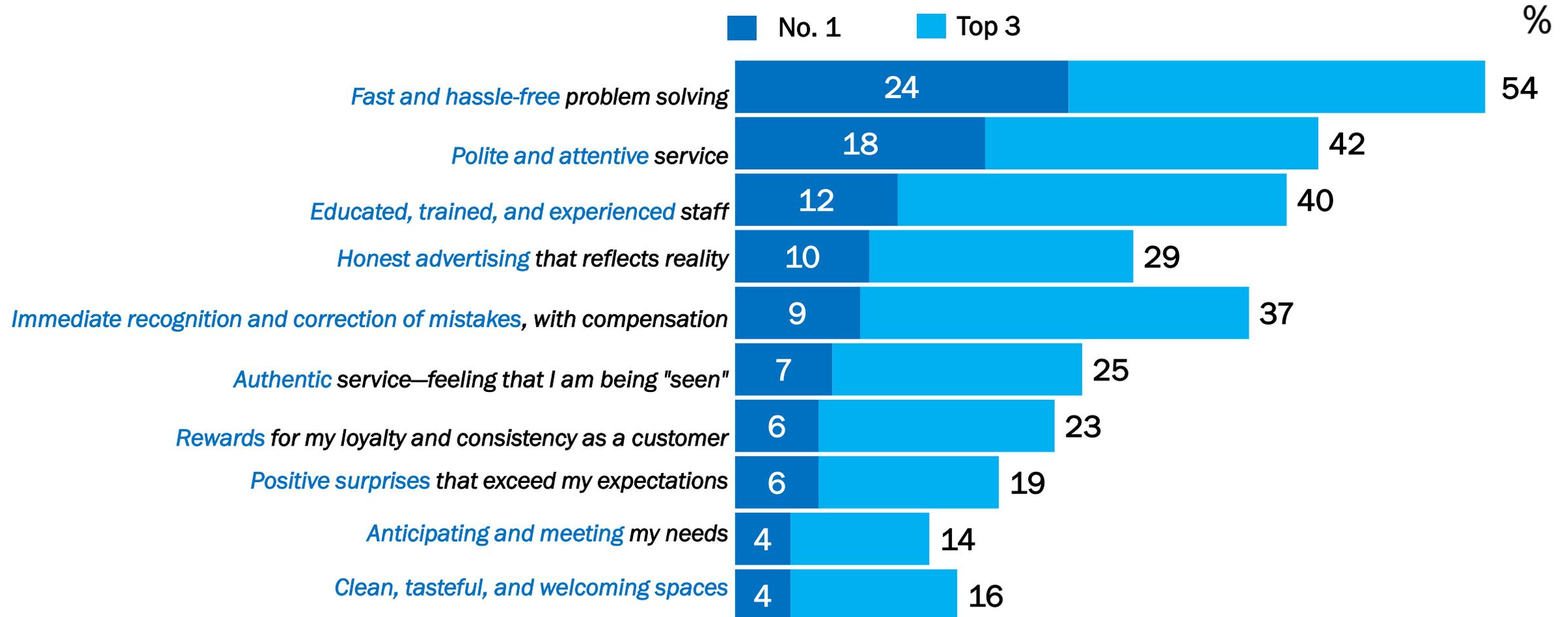
SECTION C:

The "do's & don'ts" of customer experience



When service combines speed, courtesy, and honesty, the customer stays – and trusts

"What makes a memorable customer experience?"

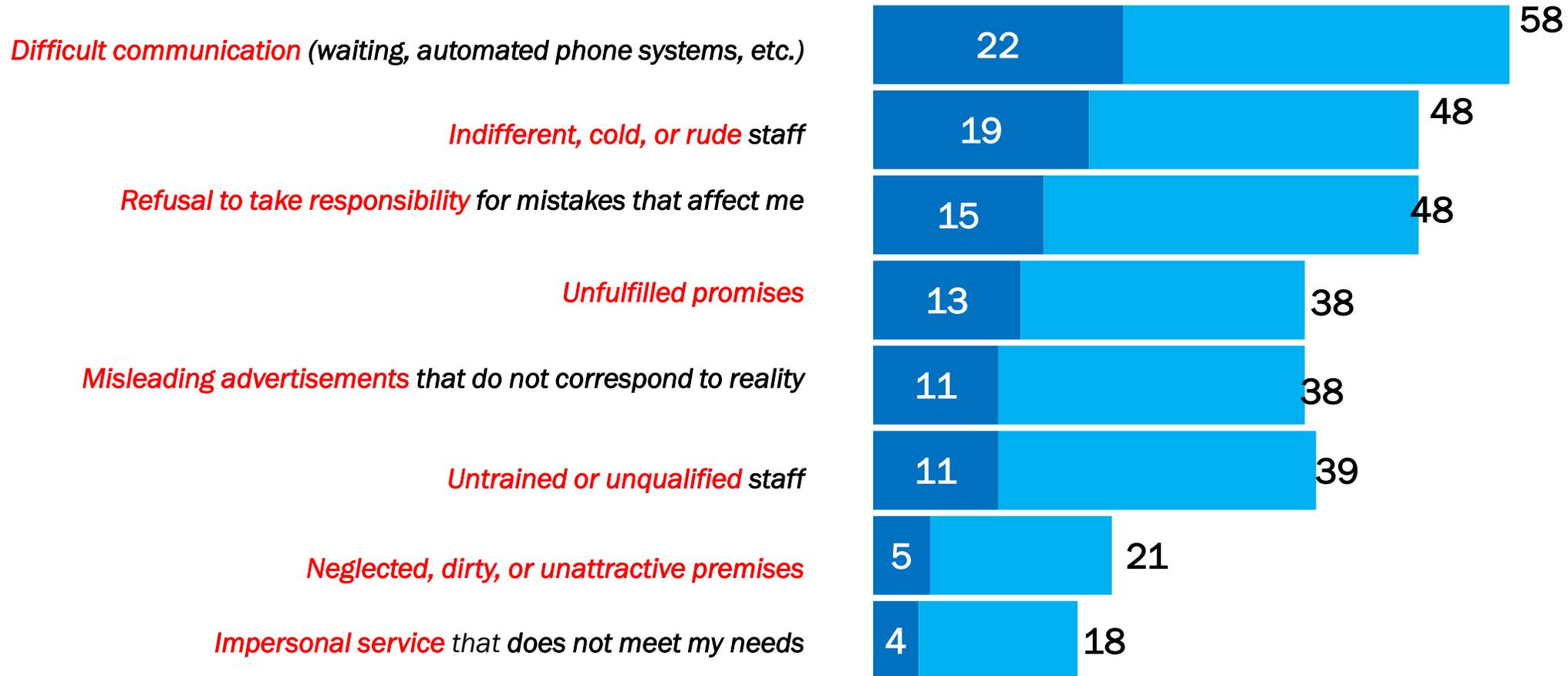


When communication, courtesy, and responsibility disappear... trust fades away

"What destroys the customer experience?"

■ No. 1 ■ Top 3

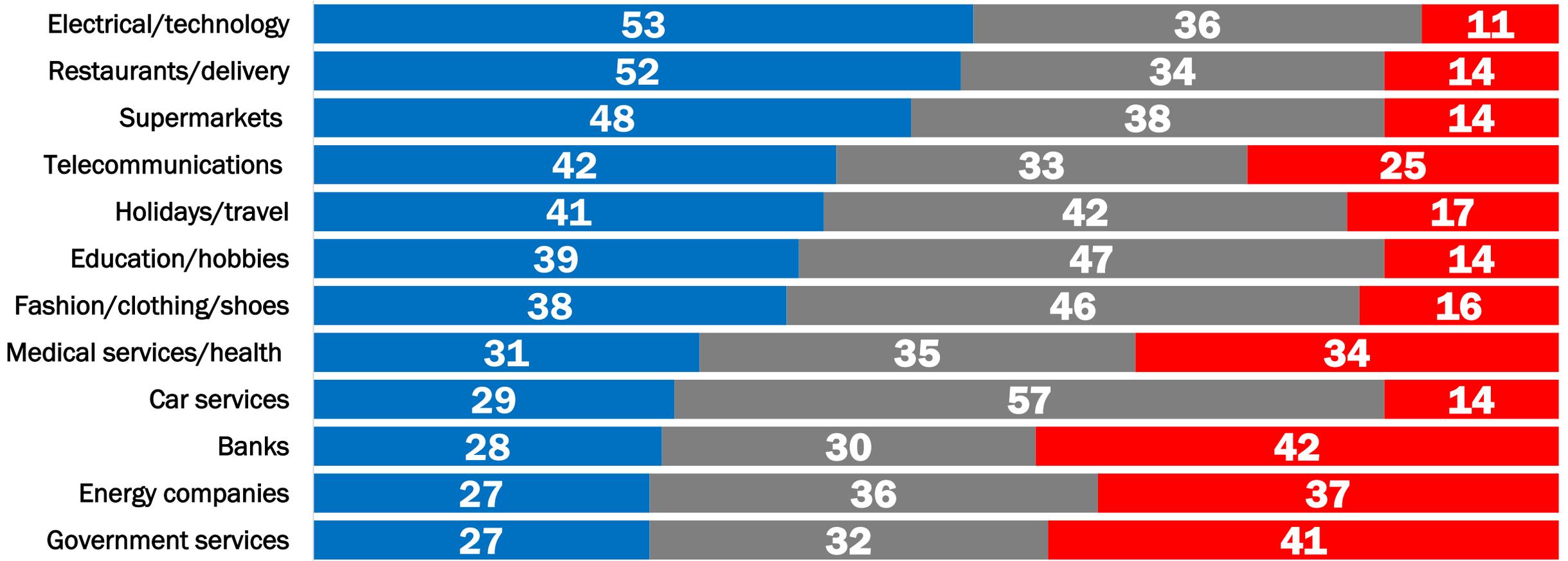
%



The service experience makes the difference, and Greeks recognize this: technology, restaurants, and supermarkets leave the most positive impressions

"The quality of service has...?"

%



■ Improved a lot/quite a bit ■ Remain the same ■ Much worse/quite worse

Key Learnings

1

Greeks share their experiences – because every experience leaves an impression.

The customer's voice has power. Whether it's a "WOW" or an "OUCH," the experience does not remain silent. Consumers talk, write, influence, and set tomorrow's expectations.

2

An exceptional experience starts with the person behind the service.

Empathy, kindness, consistency, and honesty are the elements that transform a simple transaction into a relationship of trust. Every authentic detail reinforces the positive image and credibility of the business/organization.

3

The digital environment is the new "front line" of experience.

Online service now plays a leading role, on par with physical presence.

Customers expect immediate and reliable communication at every point of contact – from the screen to the store.

4

Experience is now a strategic investment, not just an operation.

Positive service is not luck, it is culture and strategy. When a business or organization invests in organization, care, and connection with the customer, it builds long-term loyalty and a stable core audience.

CX stories: Next chapter – the power of experience

National Survey Results

B' wave: 2025

Part: A

Thank you!

Want more info? Ask xenia@focus.gr

