



# Building Resilience in Modern Business

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Founder of Focus Bari & Resilience Expert

Thank you!

## Agenda...

● **Our “four-legged friends”**

● **CX: the timeless “key to success”**

● **Resilience in Entrepreneurship**

# Our "four-legged friends"



**86%**

**of Greeks have  
experience**

**62%**

**currently own a pet**



**Dog: 39%**

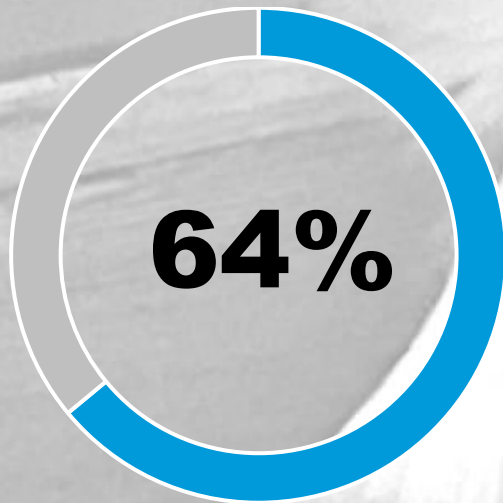


**Cat: 29%**

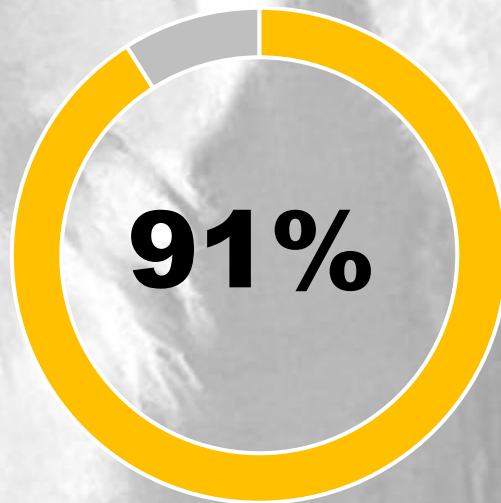


# We form *a unique bond!*

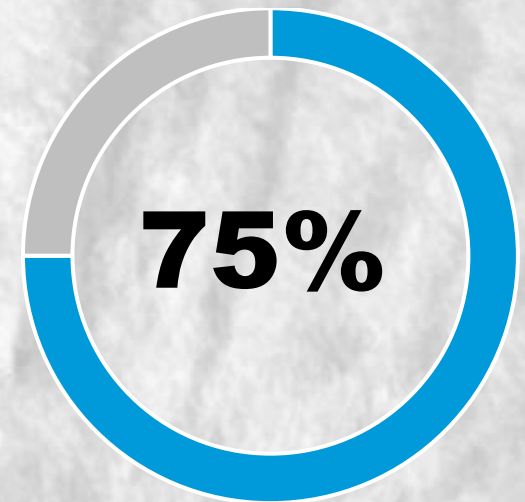
**We consider them a true member of our family**



**The relationship with a pet improves one's mental well-being**



**I mainly have a pet for companionship**

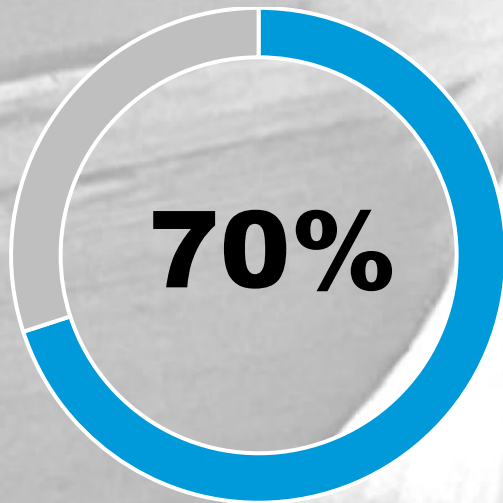


# All

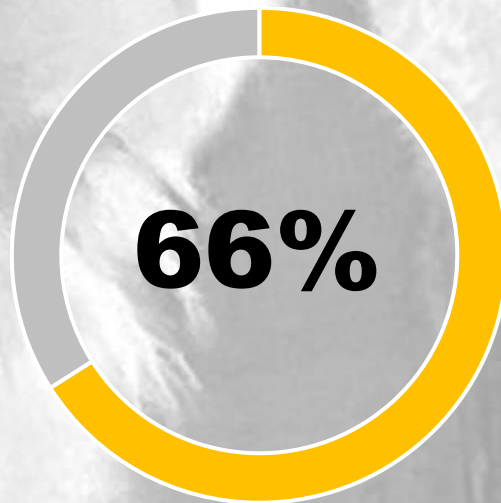
pet owners consider veterinary  
care **absolutely essential** (99%)!

# We form *a unique bond!*

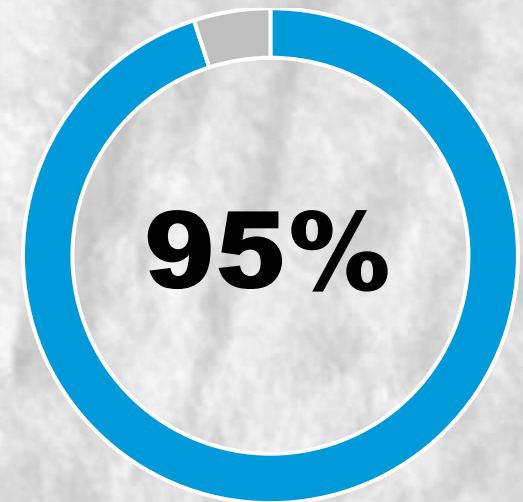
**I take care of  
my pet on my own**



**I care more about  
my pet's health  
than my own**



**Pet food is mainly  
purchased from specialty  
stores or retail chains**





# **#1. Key Learning**

***The relationship  
with a pet is deeply  
emotional***

***It is experienced as  
“my child”***

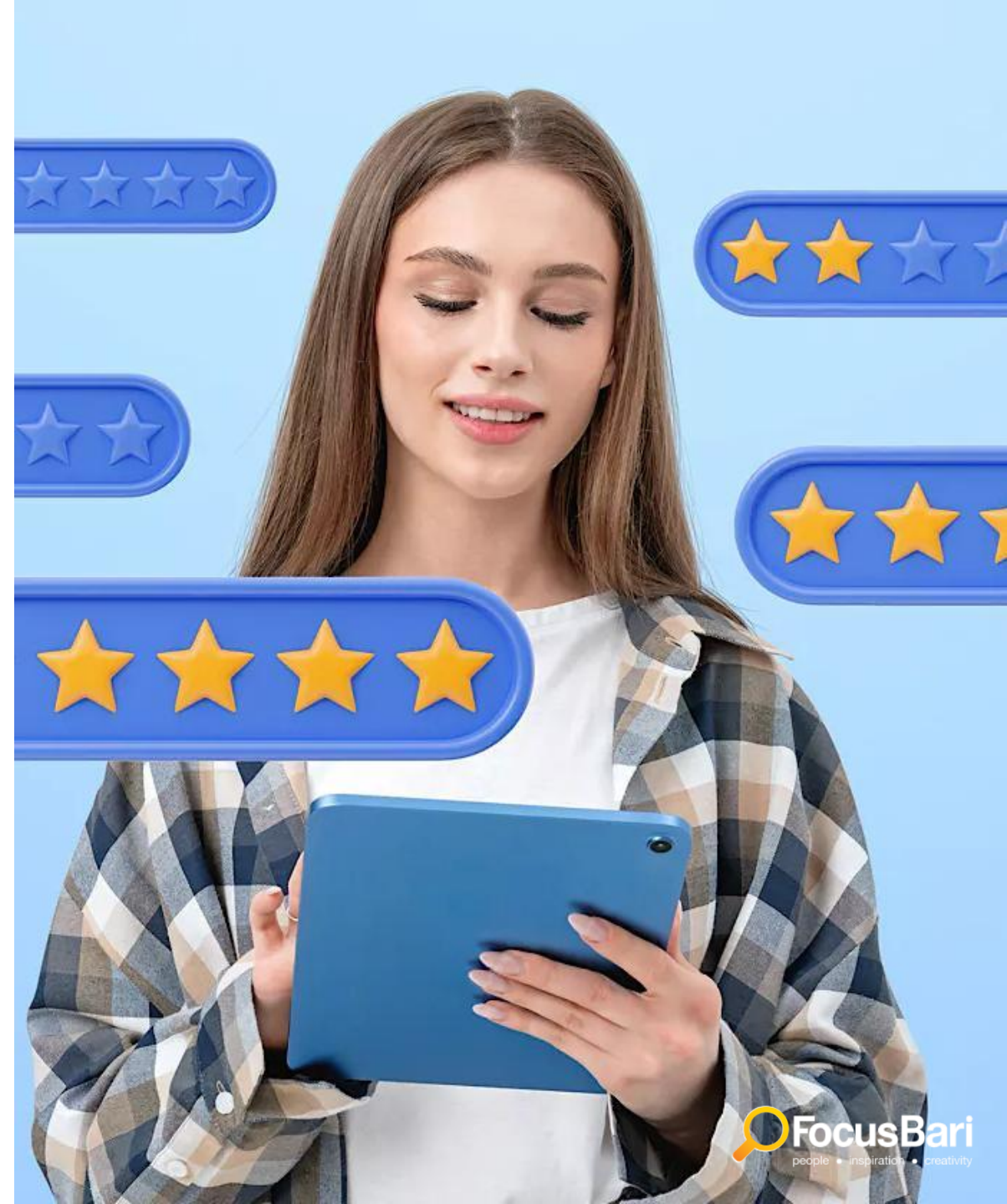


# CX: The Timeless Key to Success

# Before Greeks make a purchase...

# 74%

check reviews, ratings, and comments from other consumers



**They publicly share  
their excitement  
about the experience...**

**71%**



but they also publicly  
share the **feeling** of  
**“OUCH”** experience!

**72%**



**Almost everyone  
tells their friends and  
family about their  
"WOW"  
experience...**

**86%**



... but word of mouth  
is powerful for  
**“OUCH”**  
experience!

**88%**



A surreal landscape featuring a single, large tree with vibrant red foliage standing in a field of red flowers. The sky is filled with soft, white clouds. The overall scene is monochromatic in its color palette, dominated by reds and blues.

**“The essence for CX”**

# The "essence" of the customer experience is...

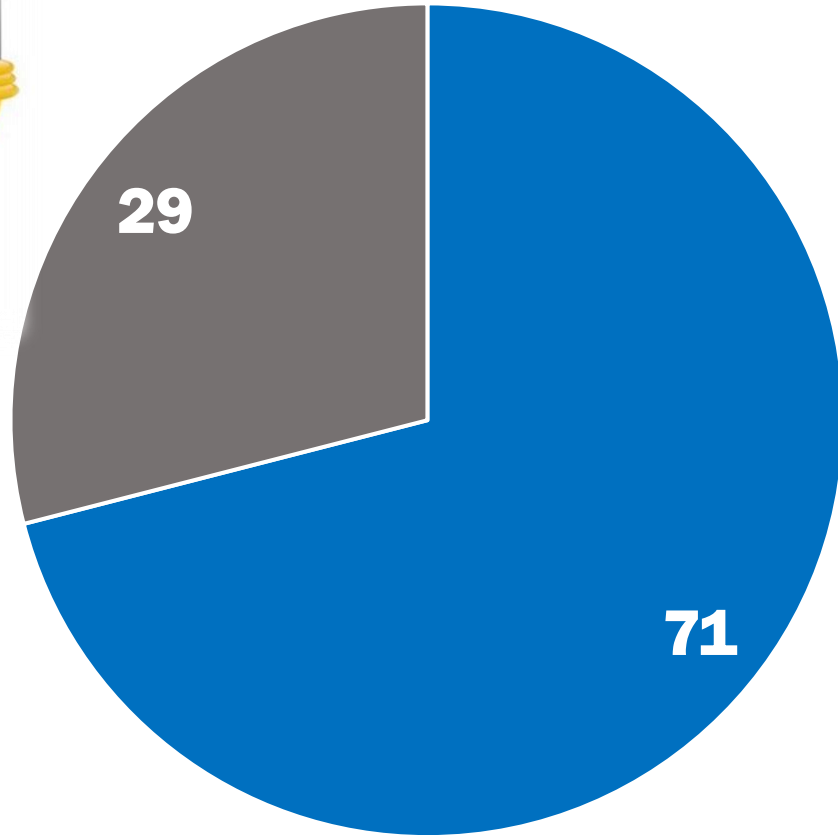


The **feeling** customer leaves with  
after every **interaction** with us!

*This feeling can form the  
basis of a company's "CX  
Statement"*

# The “balance of experiences” October 2025 Survey: Greeks are experiencing more “WOW”... but also “OUCH” experiences!

At least one positive experience in the last 6 months



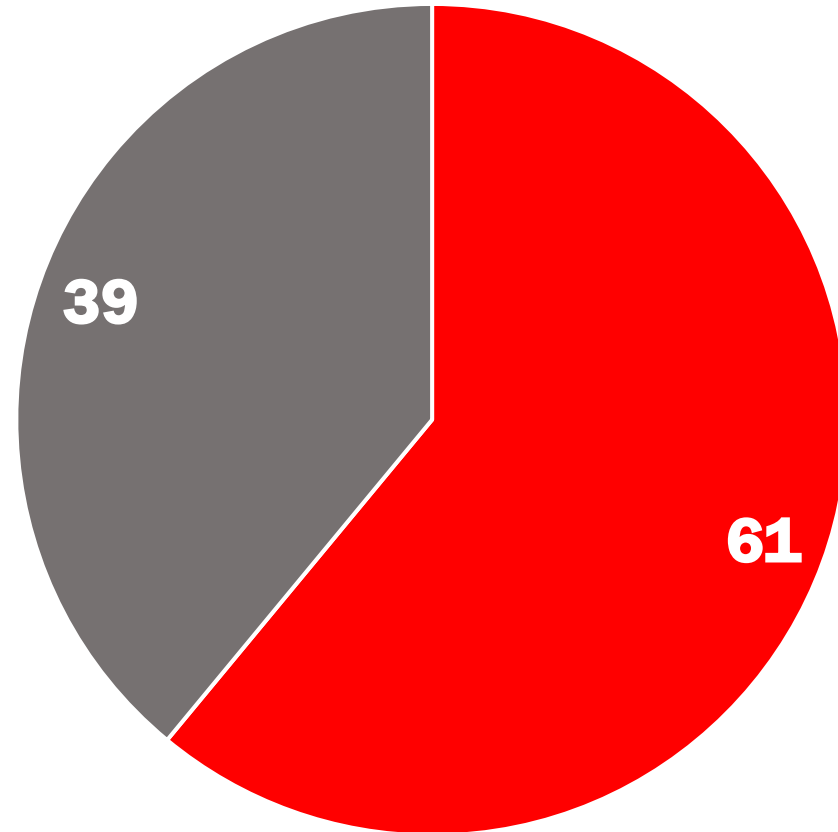
■ At least 1 Positive

■ None in the last 6 months

At least one negative experience in the last 6 months



%

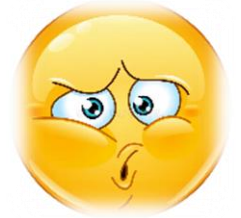
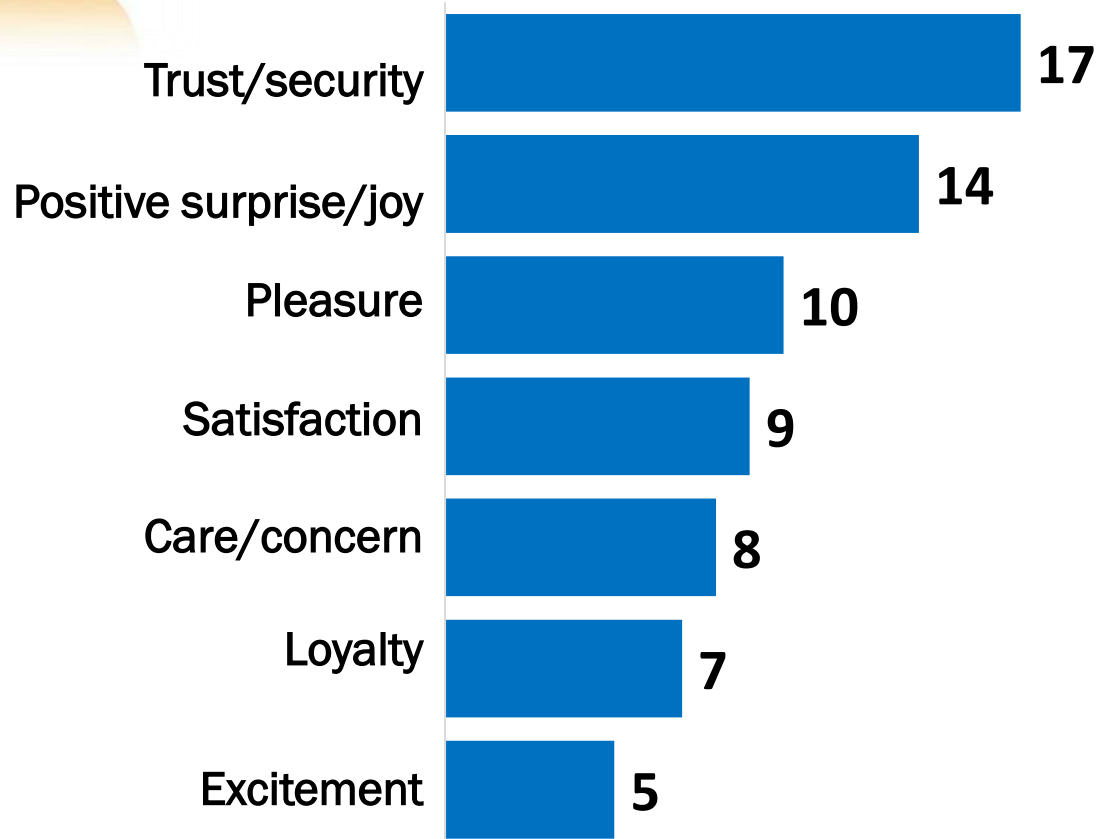


■ At least 1 Negative

# With intense and contrasting emotions in every experience:



## The "WOW" experience



## The "OUCH" experience



## #2. Key Learning

# Consumers

**“share” and “listen to” experiences,  
shaping their choices, and  
making CX a key factor of  
business and resilience**



# "WOW CX" Resilience in Entrepreneurship

## #1. Going the Extra Mile



THE  
EXTRA  
MILE

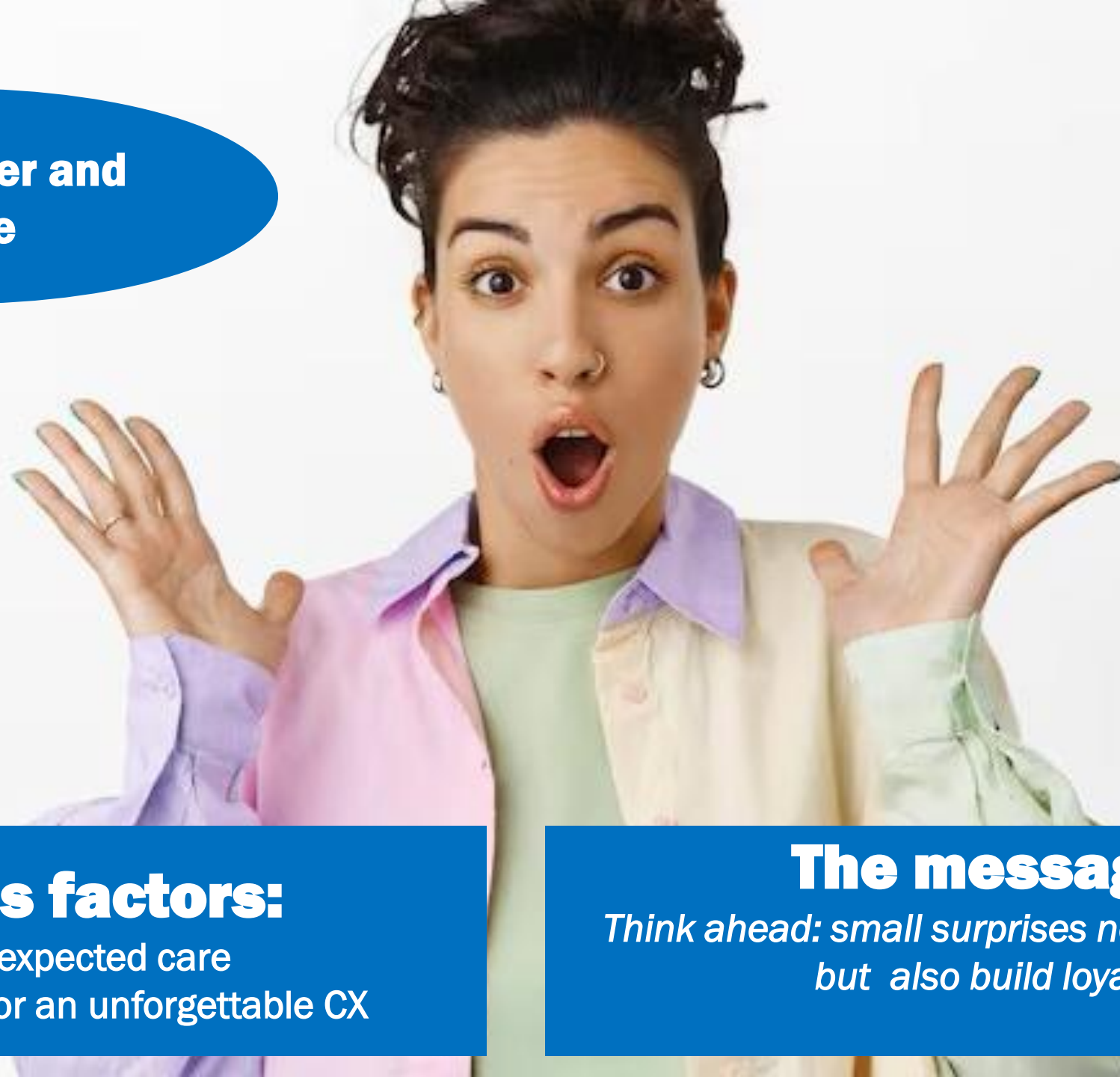
### **Success factors:**

- Initiative + personal responsibility
- Trust & humanity before process

### **The message:**

*When you respect the customer's time,  
You earn the relationship—not just the transaction!*

## #2. The over and above



### **Success factors:**

- Thoughtfulness + unexpected care
- Small details make for an unforgettable CX

### **The message:**

*Think ahead: small surprises not only bring joy, but also build loyalty!*

### #3. The recovery

#### **Success factors:**

- Proactivity + Speed + Simplicity of the solution
- Ownership by the organization
- Active, reassuring communication (“I’ve got you covered”)

#### **The message:**

*In difficult times, you have the opportunity to show who you are.  
Don’t just solve the problem. Stand by the customer and “turn the experience around”!*

## #4. Speed

### **Success factors:**

- Immediate resolution at the first point of contact
- Fast response that respects the customer's time (no unnecessary delays or red tape)

### **The message:**

*Don't just respond. Deliver fast, clear service.  
Your customer's time is valuable!*

## #5. Empathy & “Humanity”



### **Success factors:**

- Genuine empathy (putting yourself in the customer's shoes)
- Personal commitment to finding a solution with genuine care, not just routine service

### **The message:**

*Before resolving the issue, show that you understand the emotion behind it.  
Empathy is not a soft skill.  
It is a strategic advantage!*



# Seven valuable tips for a truly WOW CX!

- #1. Make CX your "core mission"
- #2. Learn everything you can about your customer
- #3. Focus on the value you offer
- #4. Inspire everyone and share a common vision
- #5. Build appropriate structures and processes
- #6. Monitor systematically & improve
- #7. Thank and reward

Thank You!



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**PET**  
Congress

OTE Academy  
April 26, 2026

 **FocusBari**  
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