

“CX Stories”

Authentic Customer Experience Stories



Xenia Kourtoglou

Founder of Focus Bari & Resilience Expert

Thank you!

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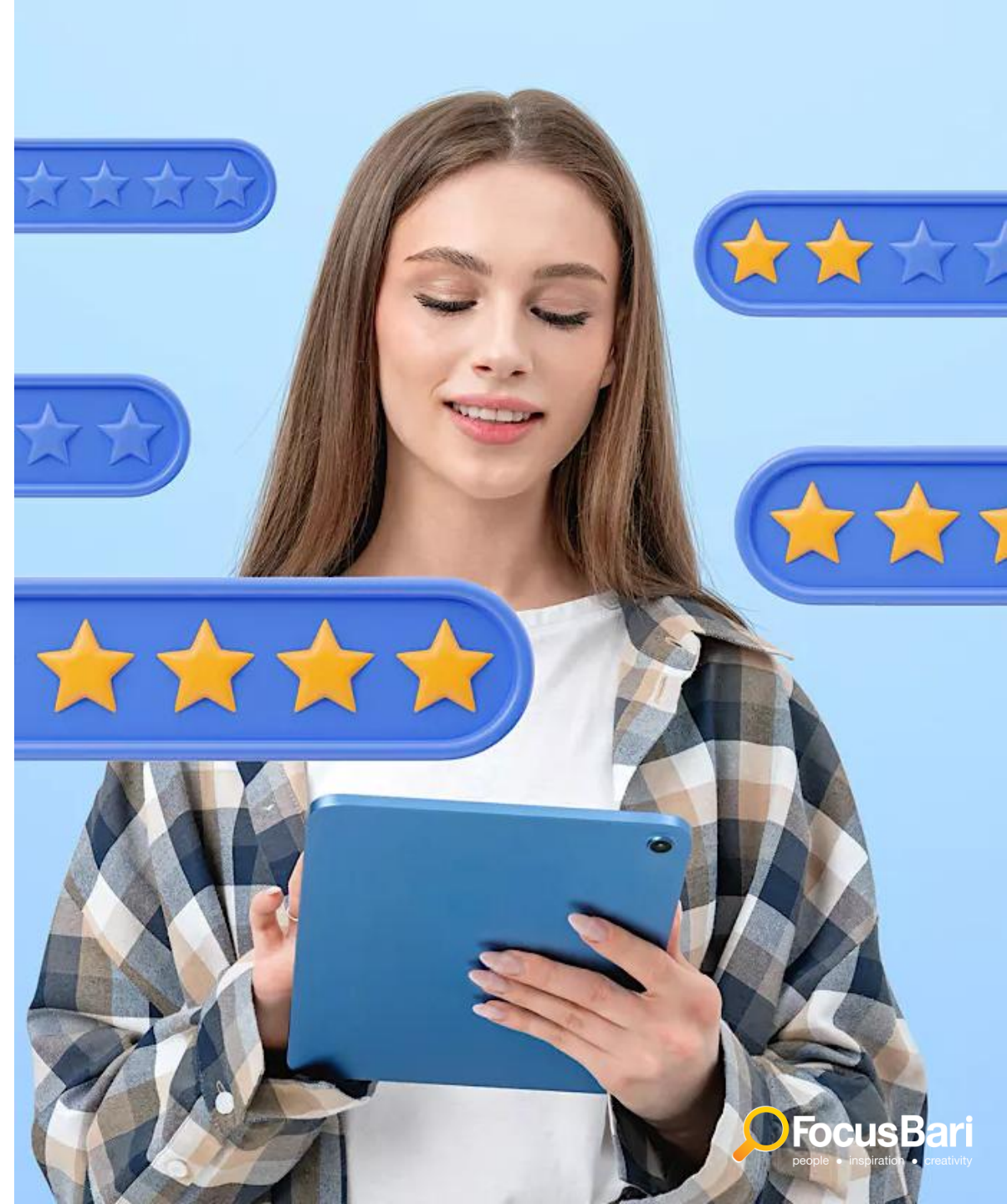
'Social Discussion'



Before making a purchase, Greeks...

74%

Rely on reviews, ratings and comments from other consumers



**They publicly share
their **sense of wonder**
at the experience...**

71%



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

72%



Almost everyone is
telling their friends
about their **‘WOW’**
experience...

86%



... but word of mouth
is powerful when it
comes to their
'OUCH' experience
too!

88%



A surreal landscape featuring a large, vibrant red tree with a heart-shaped canopy standing in a field of red flowers. The sky is filled with soft, white clouds. The overall scene is monochromatic with shades of red and blue.

‘CX essence’

The essence of the customer experience is ...

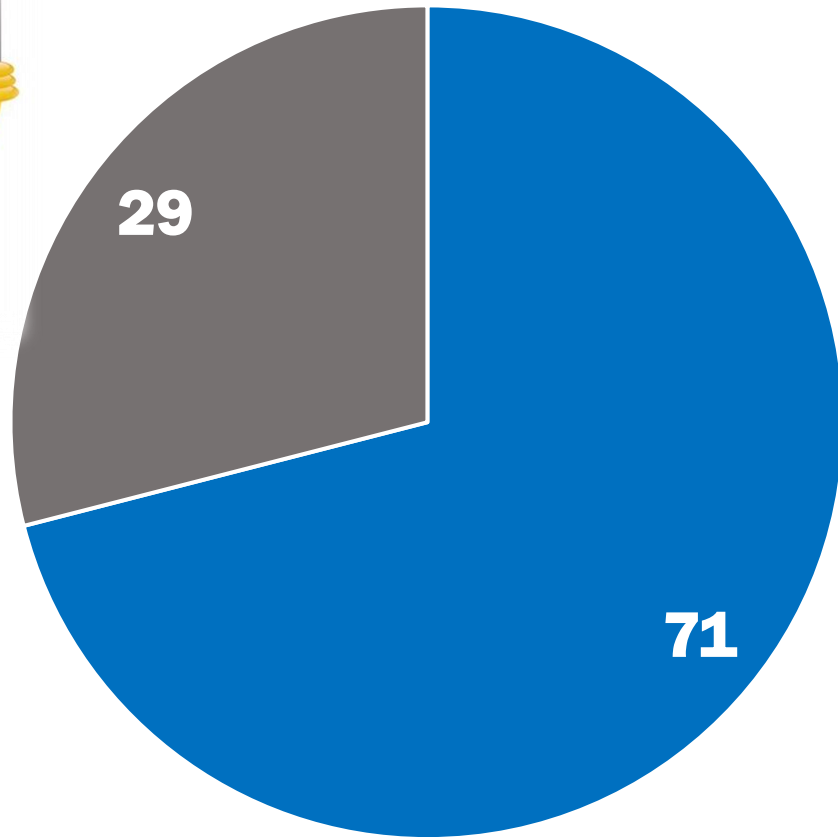


The **feeling** customers are left with after every **interaction!**

This feeling forms the basis of a company's "CX Statement"

The 'balance of experiences' October 2025 survey: Greeks are having more 'WOW'... but also 'OUCH' experiences!

At least one positive experience in the last six months



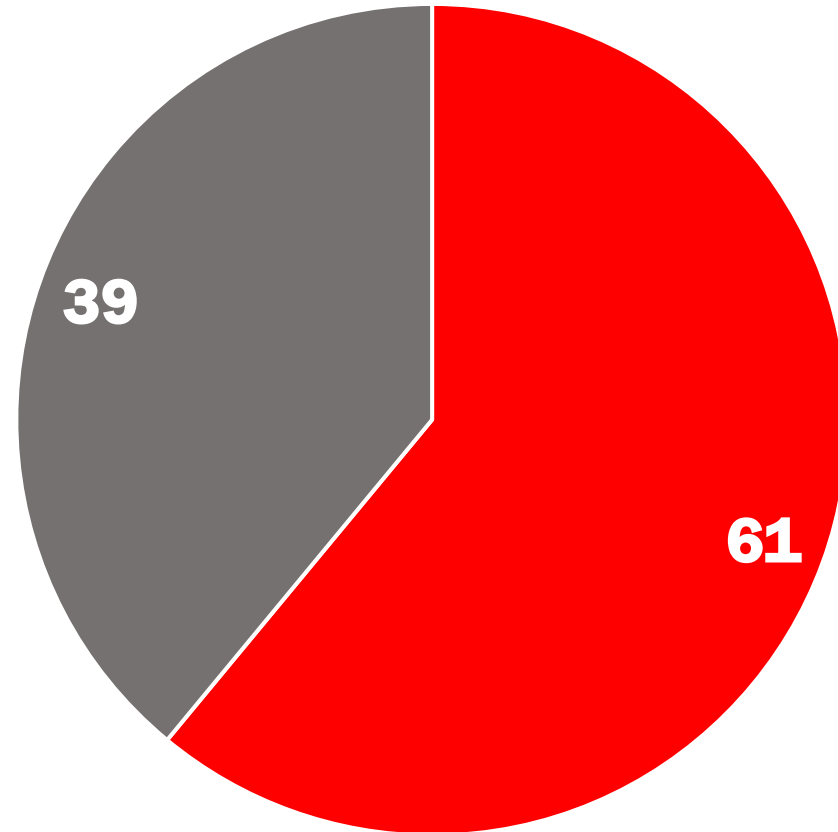
■ At least 1 Positive

■ None in the last 6 months

At least one negative experience in the last six months



%

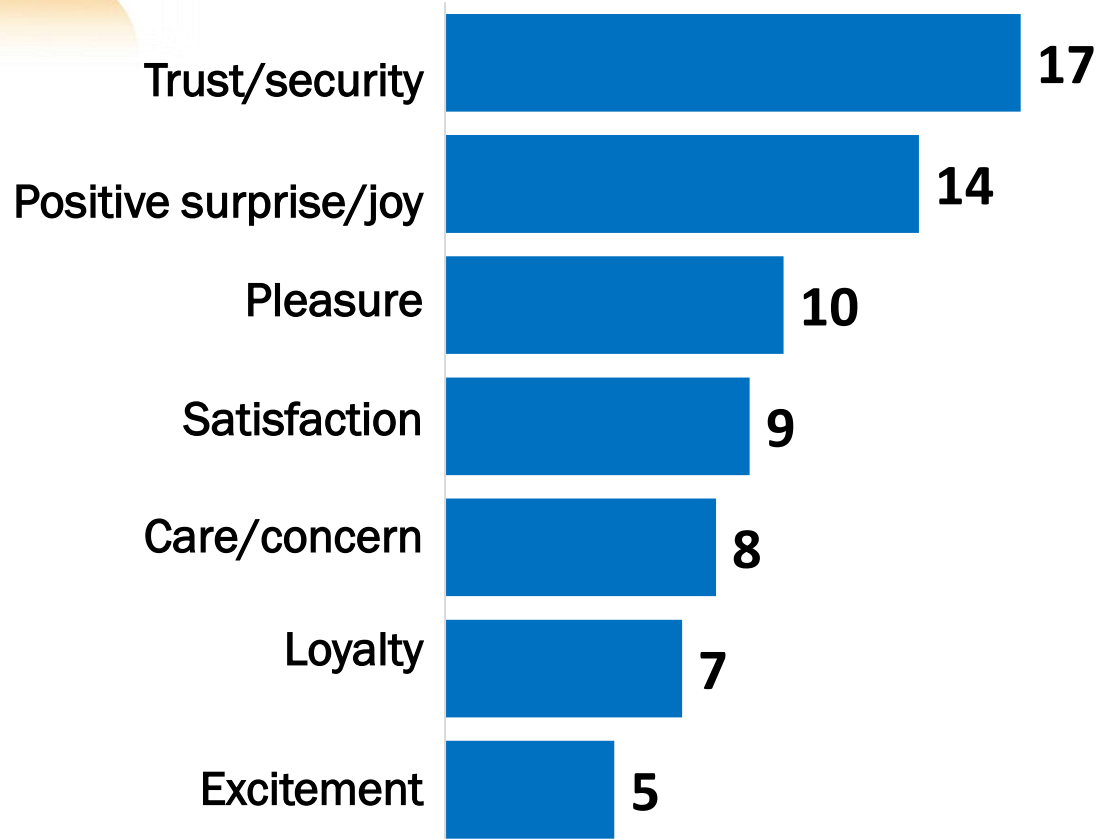


■ At least 1 Negative

With intense and contrasting emotions in every experience:



The 'WOW' experience drives:



The 'OUCH' experience



Everyone

**‘share’ and ‘listen to’ each other’s
experiences, shaping and
influencing their choices, making
CX a key factor for success**

A woman with long brown hair, wearing an orange long-sleeved shirt, is sitting at a desk in a bright office. She is smiling and looking towards the left, with her hand near her chin in a thoughtful pose. A laptop is open in front of her, and a coffee cup is on the desk to her right. The background shows a window with blinds and some office supplies.

‘CX stories’



- **14 Surveys**
- **9,000+ people**
- **6,100+ ‘WOW’ CX stories**
- **3,200+ “OUCH” CX stories**

**Through these stories, we
identify the elements that
make up a ‘WOW’ experience...**

**...gaining valuable guidance
and practical tips to put into
practice!**

#1. Going the extra mile in the public sector

*‘My nephew was sitting his exams for the **Fire Service**.
He needed **11 signatures from doctors** – within **four days**.
Appointments, waiting, ‘come back tomorrow’... from hospital to hospital.*

And then, at Hospital X, a paramedic happened to overhear our problem...

*He took **the child by the hand** and went **from door to door** to all the doctors.*

And suddenly, what seemed impossible... happened!”

#1. Going the extra mile at a well-known patisserie

'It was my son's birthday.

I rushed out of work at the last minute to get a surprise cake — I just managed to catch the patisserie before it closed.

I got to the till, the POS suddenly broke down, and I didn't have any cash.

I expected the purchase to be cancelled.

And then I heard:

"Birthdays only come once a year —a broken POS won't ruin them.

Come back tomorrow to pay."

I was moved. And deeply grateful!

I haven't changed patisseries since then!"

#1. Going the extra mile



Success factors:

- Initiative + personal responsibility
- Trust & humanity over procedure

The message:

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

#2. The extra costs on Airbnb

‘During our stay via Airbnb, a 112 warning was issued for heavy rain.

The hosts didn’t just say ‘everything’s fine’.

They brought us torches and power banks – to make us feel safe.

The next day, they even left us some local sweets.

A small gesture... but so thoughtful.

I felt safe. And cared for.”

#2. The added benefits of e-commerce

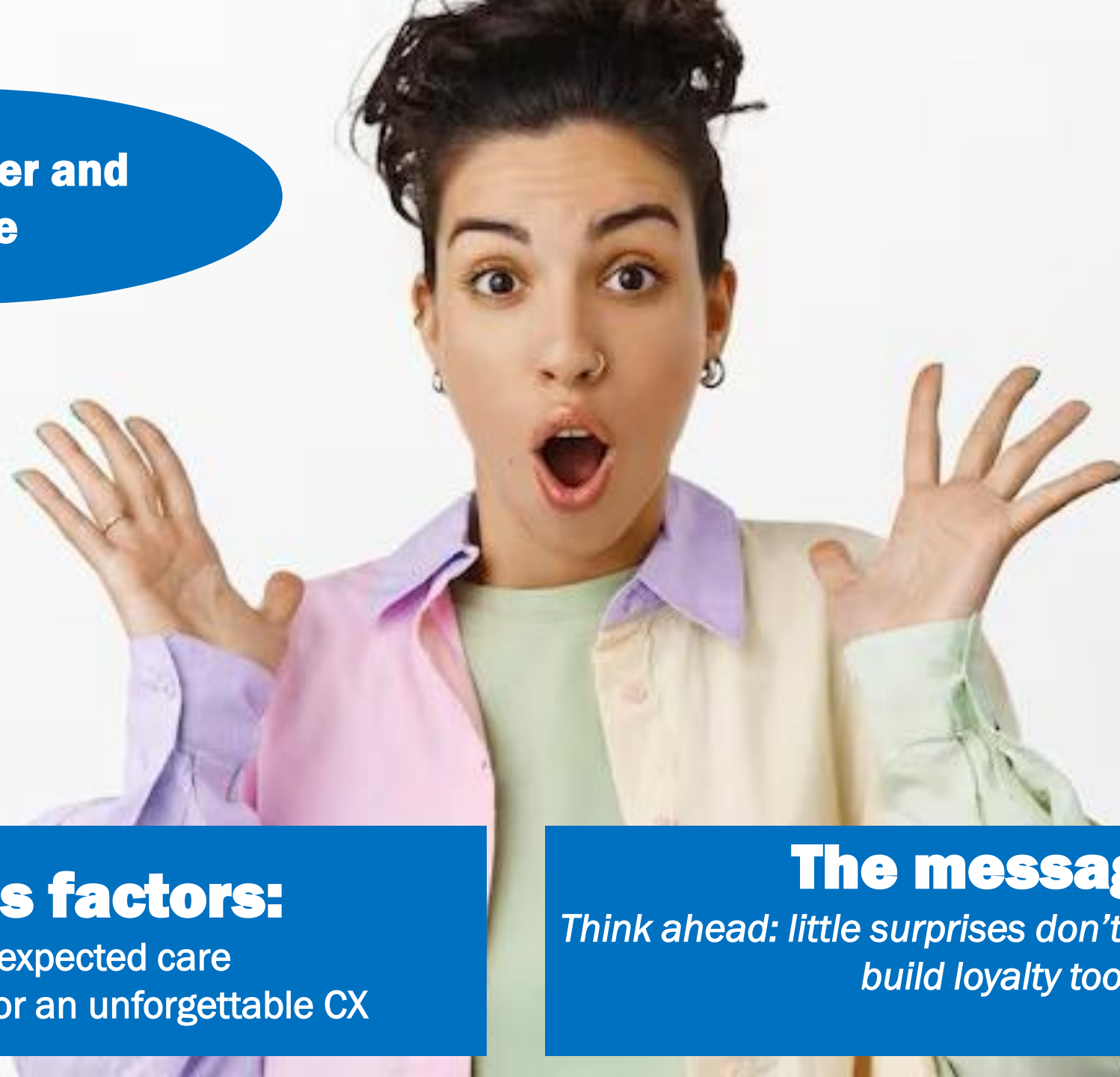
“I ordered some football kits online.

*They arrived **quicker** than estimated and were perfectly packaged, **with no delivery charges**,
a 10% discount and gifts – a scarf and a key ring.*

I felt they really looked after me.

I haven't switched websites since then!”

#2. The over and above



Success factors:

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

The message:

Think ahead: little surprises don't just bring joy, they build loyalty too!

#3. Bank recovery

*'I fell victim to a scam on an online shop.
I'd paid €900 – and the product never arrived. The shop... vanished.
I contacted the bank straight away... To be honest, I wasn't expecting much.*

And yet:

*the process was simple, straightforward and quick.
They only asked for the basic details and proof of purchase.
And within **two weeks**, the money was back in my account.
No delays. No chasing them up.*

I felt relieved.

And ever since... I've trusted my bank!"

#3. Service recovery at an electronics chain

*'I went to buy a laptop with a voucher from the electronics chain...
But I couldn't complete the transaction...
I got stuck at the till – 'some paperwork is missing'.*

I left the shop feeling disappointed.

*On the way home, the phone rang.
It was the shop's customer service line. Within a few minutes, they
sorted everything out over the phone, willingly and politely.*

***I went back to the shop. They apologised for the inconvenience and I
collected it!***

From disappointment... to relief."

#3. The recovery

Success factors:

- Proactive approach + Speed + Simplicity of the solution
- Ownership taken by the organisation
- Proactive communication that reassures (“I’ve got you covered”)

The message:

In difficult times, you have the chance to show who you are. Don't just solve the problem. Stand by the customer and 'turn it around'!

#4. Speed in public services

'My case had been stuck for over 90 days.

I sent an email to a public service – without much hope.

Three days later, Friday. 8.30 pm. The phone rang.

It was the manager. Within five minutes, the issue was resolved.

She apologised and thanked me for my patience.

I couldn't believe it.

I felt that someone... really cared!"

#4. Speed in a leasing company

'I had to get the car serviced.

And honestly, I saw it as a hassle:

phone calls, garages, available times... and running around.

I gave the leasing company a call.

Within a few minutes, they'd sorted everything out:

date, time, garage — exactly as I wanted.

I hung up the phone, relieved, and thought:

“Right. That’s sorted! Well done to them!”

#4. Speed

Success factors:

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

The message:

*Don't just reply. Provide a quick and clear service.
Time is also valuable!*

#5. Empathy in a telecoms shop

'I went to a telecoms shop to get my TV set up. The staff member didn't just do his job.

*He saw that I wasn't very tech-savvy, and with **patience and kindness** he explained everything to me, answered every question and suggested the solution that really suited me.*

He saved me money, because otherwise I would have opted for the satellite service.

And he showed me that someone is taking responsibility — not just going through the motions.”

#5. Empathy at a bank

'I'd just given birth abroad. And in all the excitement, my husband entered the wrong PIN at the ATM several times. Our card was retained – and suddenly we had no way of withdrawing money. We called the bank's customer service...

The employee who answered was moved when she heard about the birth. I didn't feel like I was 'making a request'. I felt I was speaking to someone who genuinely wanted to help. And indeed: within the same day, our card had been returned.

*I thank her from the bottom of my heart.
I will never forget her."*

#5. Empathy / 'Humanity'



Success factors:

- Genuine empathy (putting oneself in the customer's shoes)
- Personal commitment to finding a solution — not just going through the motions — with genuine interest

The message:

Before resolving the issue, show that you understand the emotion.

Empathy is not a soft skill.

It is a strategic advantage!

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Thank you!



OTE Academy
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