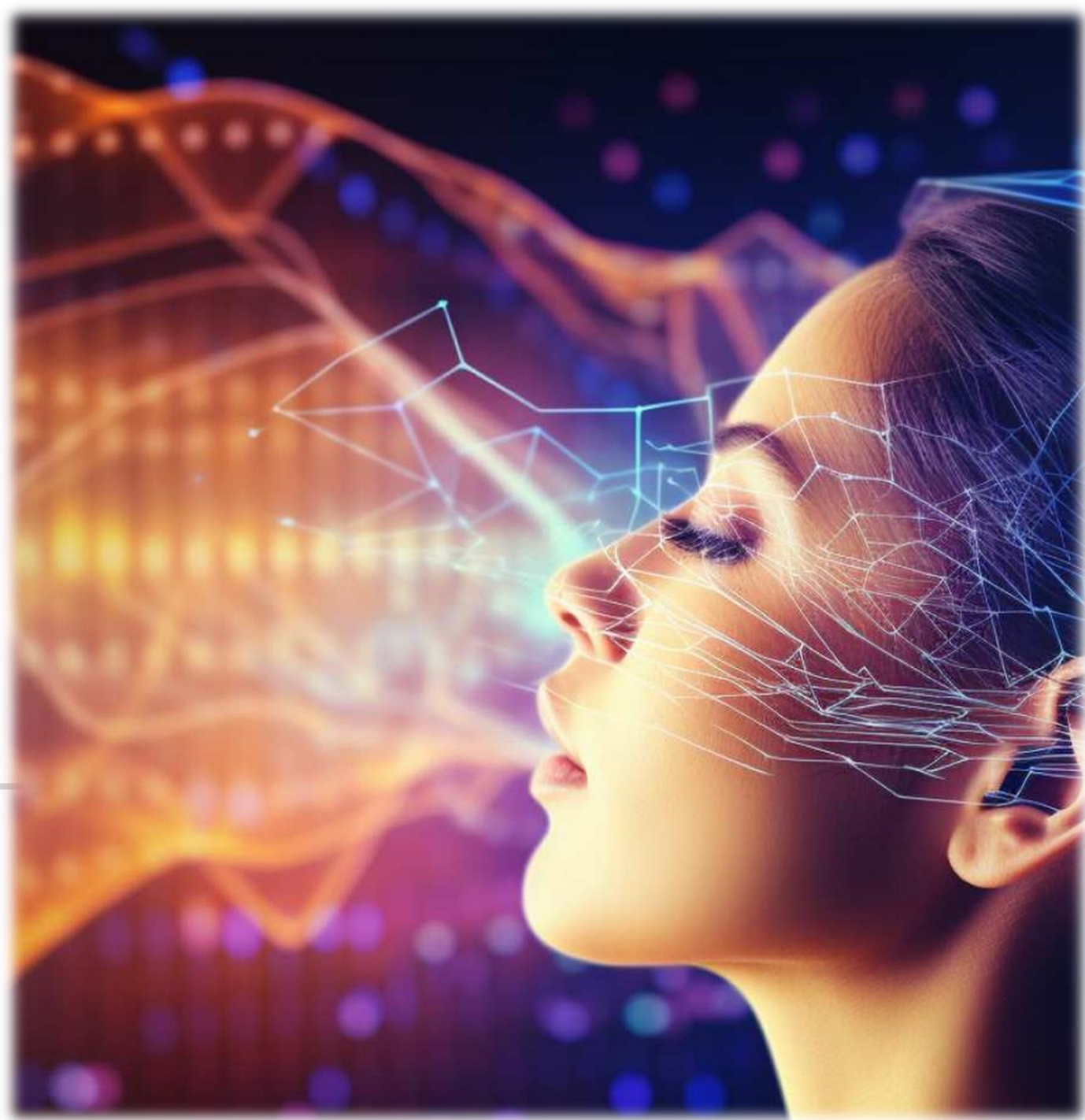


# Greece meets **VOICE AI** Trust or hesitation?

Results of National Survey  
July 2025



# Research specifications

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On behalf of YUBOTO, a survey was conducted, and its findings were presented at the AIVOLUTION conference during a dedicated session on VOICE AI and its recent developments, held on 24 July 2025 at Technopolis in Gazi.

Online interviews via YouGov panel

Structured questionnaire

Population: Men & Women aged 18+ nationwide

Representative sample: 1,007 individuals.

Conducted: July 2025

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



# **We'll explore...**

Attitudes and perceptions about the role of AI

Contact with VOICE AI & opinion

Perception of the future use of VOICE AI



## **A: Attitudes and perceptions about the role of AI**

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# The public image of AI remains "mixed": it now generates more scepticism than enthusiasm

«The impact of AI on society will be...»

Public opinion remains **cautious**,  
Influenced by  
Public discourse

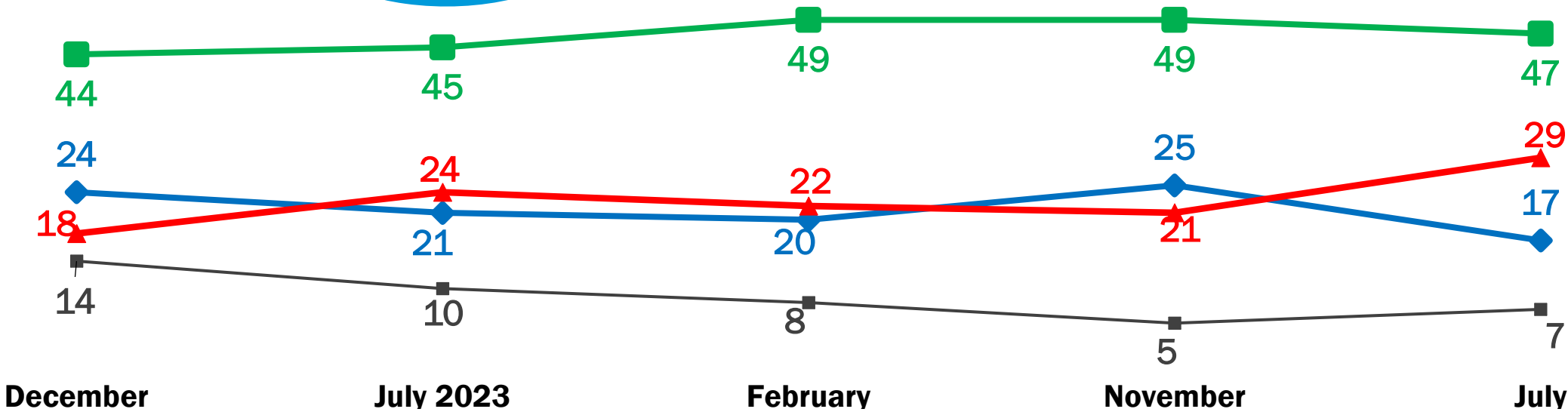
More positive than negative

Equally positive & negative

More negative than positive

I don't know

%

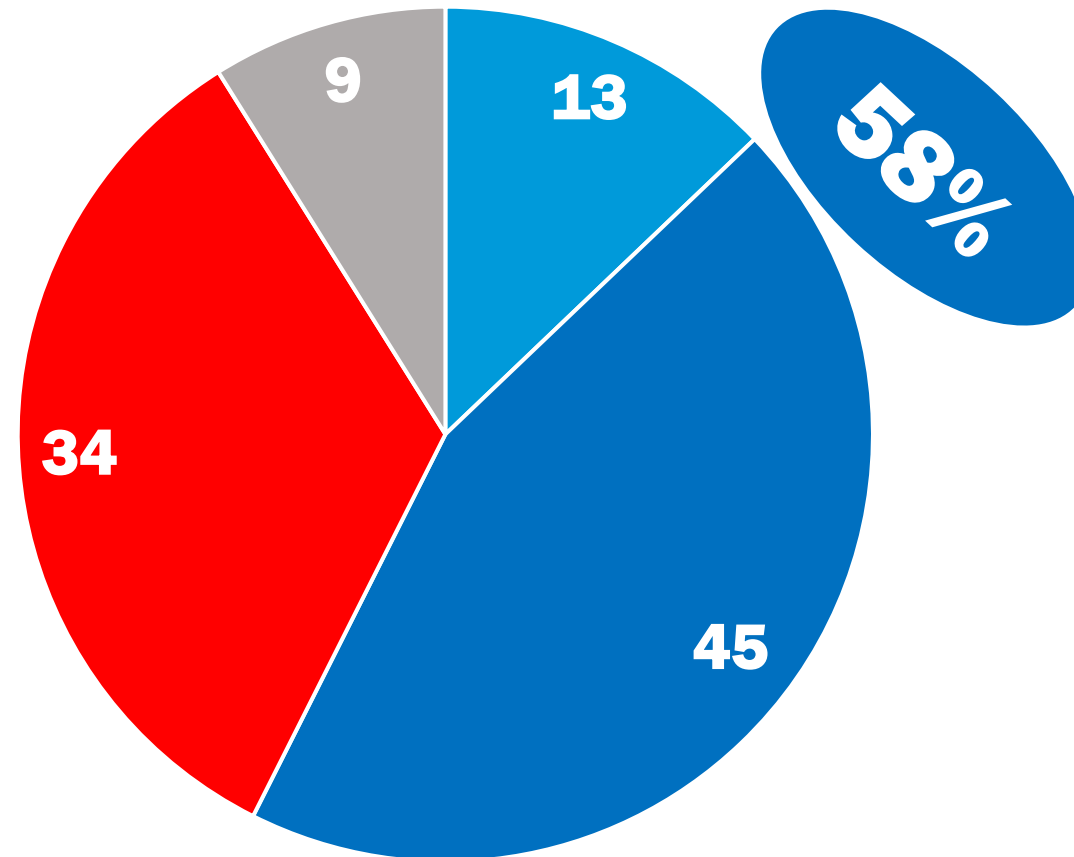
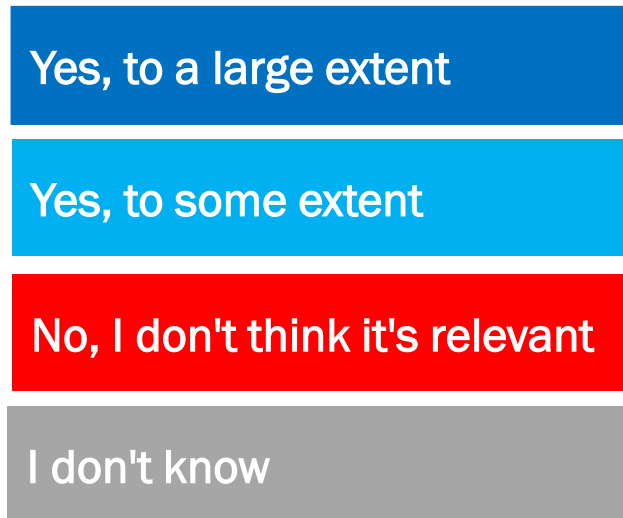


# Artificial Intelligence & Career:

## More than half of Greeks view AI tools as a driver of progress

*"The use and knowledge of **IT** tools  
can **improve** my professional prospects"*

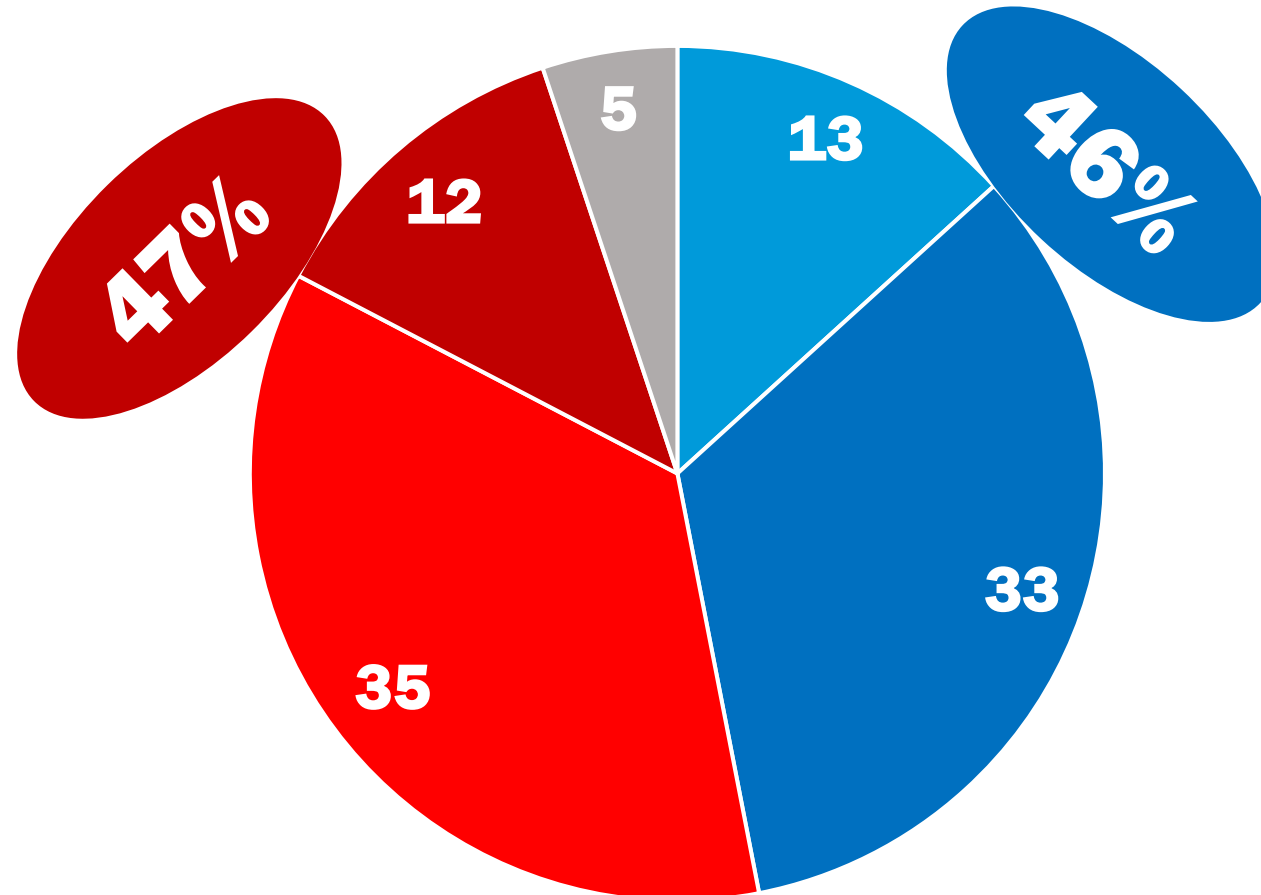
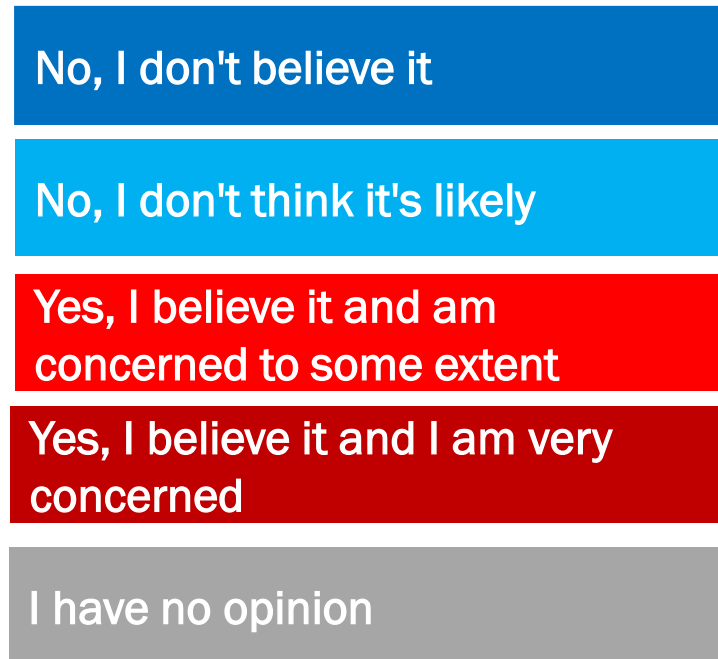
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# Public opinion is split on AI and employment – Almost 1 in 2 anticipate job replacement and express worry

"AI *could replace* my job in the future"

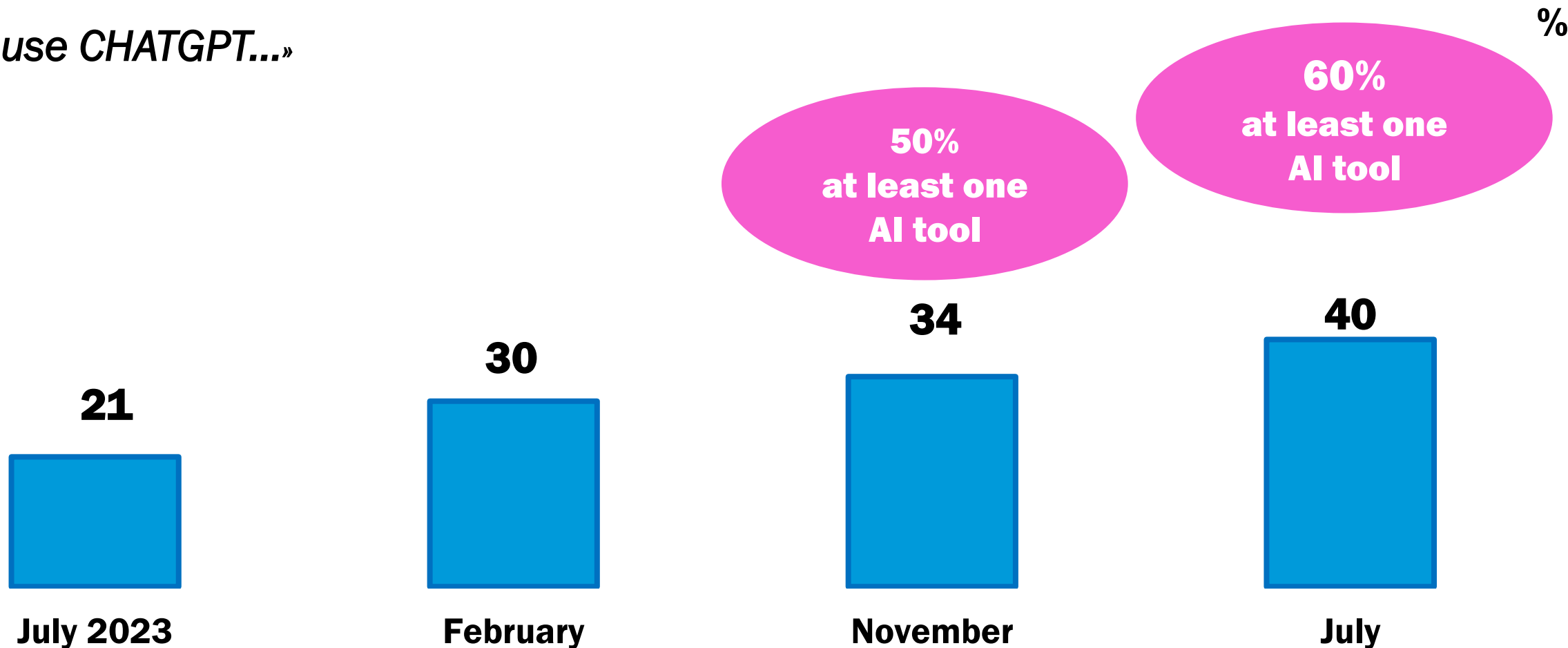
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## Nevertheless, 3 out of 5 Greeks use at least one AI tool, with ChatGPT consistently dominating

«I use CHATGPT...»



## B: Contact with "VOICE AI" and opinion

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# VOICE AI: as we presented it



**Voice AI:** use of telephone agents created with the help of Artificial Intelligence.

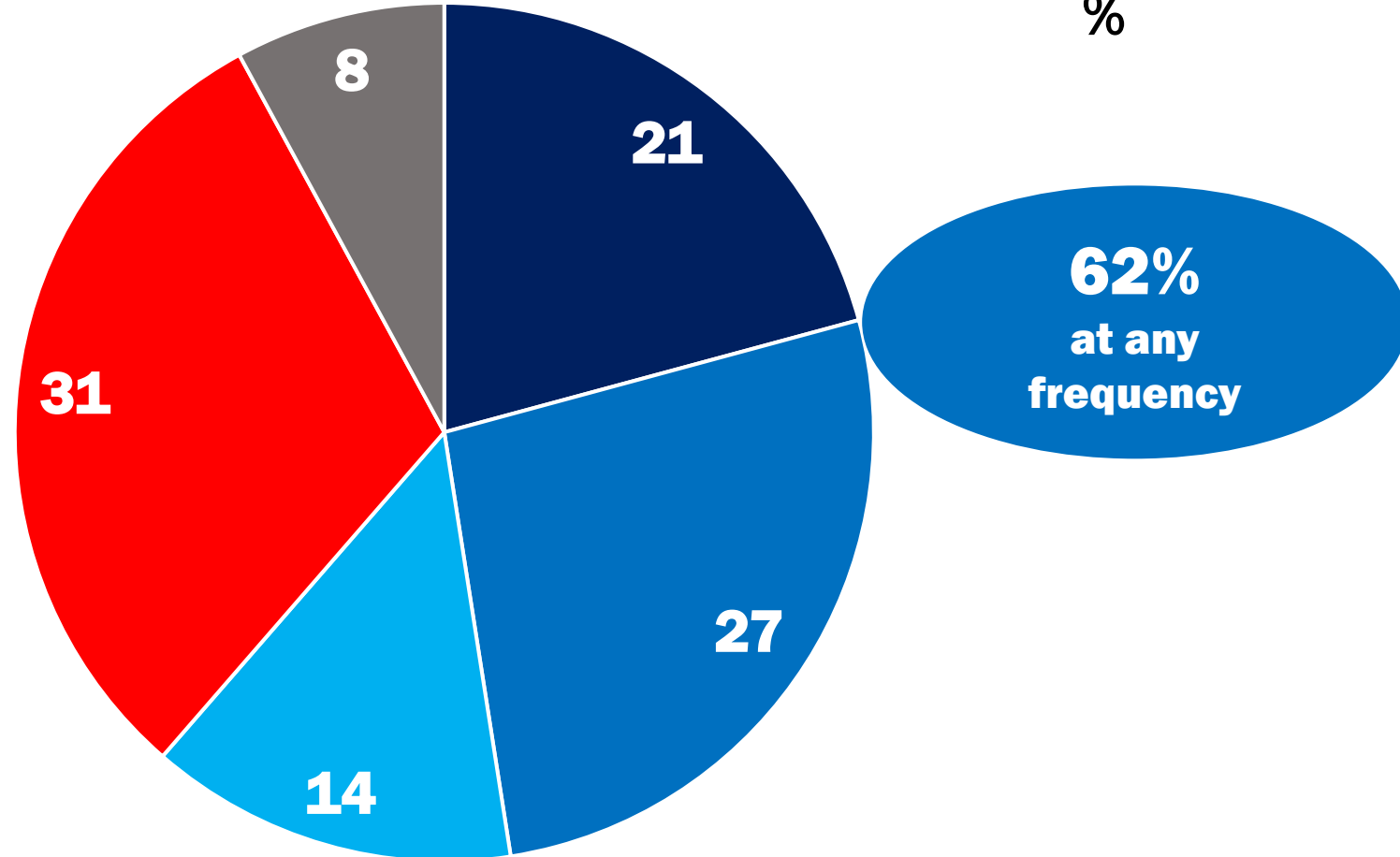
AI telephone agents can assist you in company call centres, call you for telemarketing, or invite you to participate in market research/polls. **Their voice sounds human, they are specially trained, and they always inform you that they are digital assistants or researchers.**

*Have you ever spoken to a Voice AI agent on the phone, either because they called you or you called them, e.g. the call centre of a company?*

# Has the experience already begun?

Nearly **two in three** claim to have interacted with VOICE AI apparently **confusing it** with traditional IVR systems

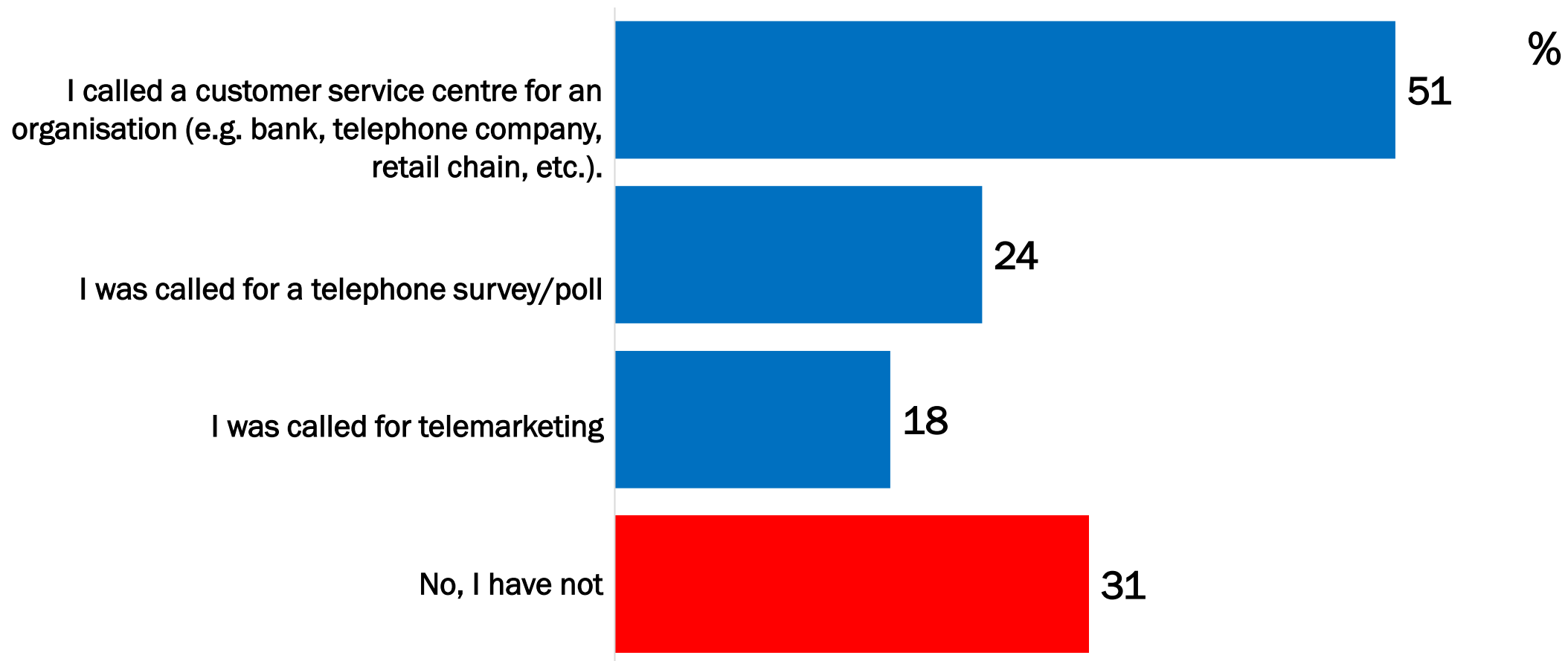
*I have conversed with VOICE AI...*



# Voice AI: Misunderstood... IVR?

**For many the first encounter with Voice AI happens... through a "traditional" channel: the customer telephone service**

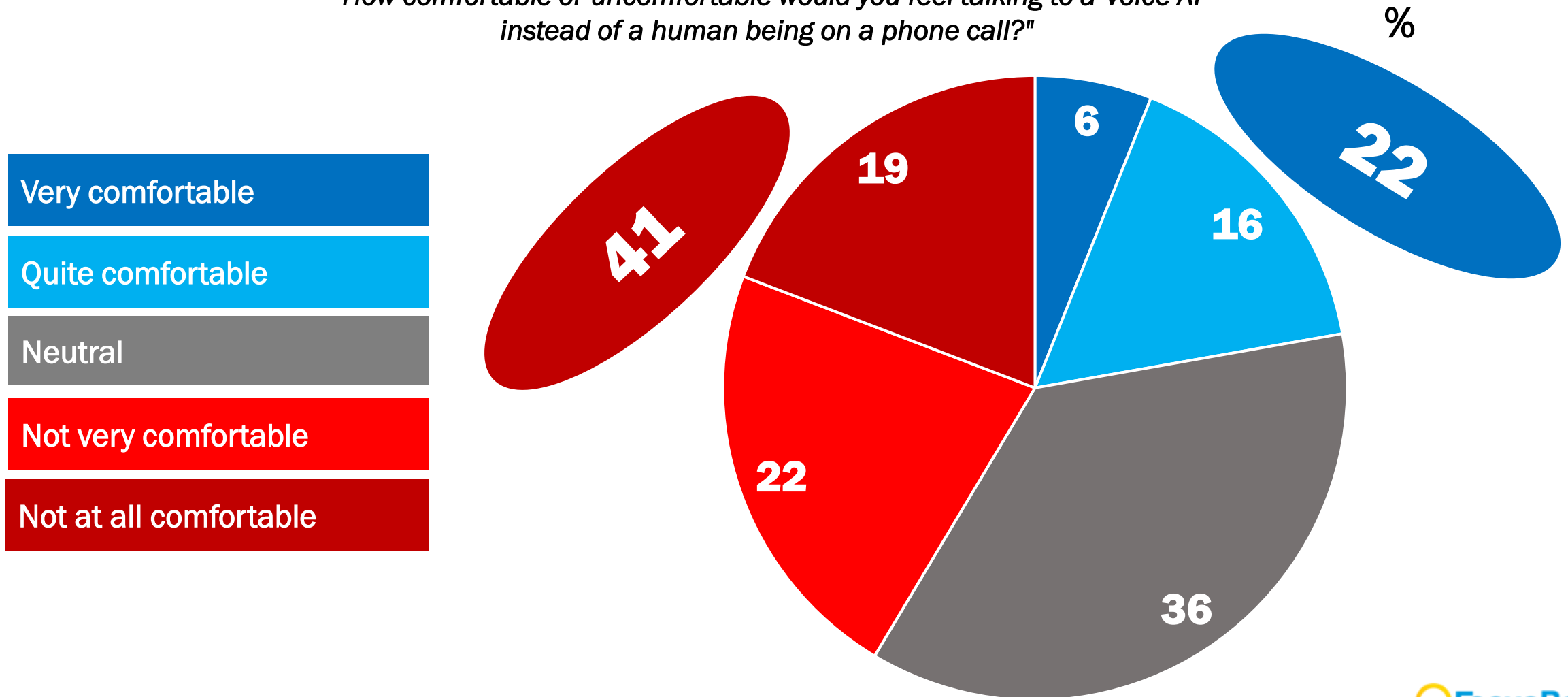
*"In what situations have you encountered Voice AI?"*





# Experience with Voice AI so far is not particularly positive: One in five feel comfortable with the idea of a non-human phone conversation, while twice as many feel the opposite!

*"How comfortable or uncomfortable would you feel talking to a Voice AI instead of a human being on a phone call?"*



# Voice AI as... an effective conversational partner?

## Greeks are roughly divided into three equally sized "groups":

*"How well do you think a Voice AI agent can serve you or handle a phone conversation as effectively as a human?"*

%

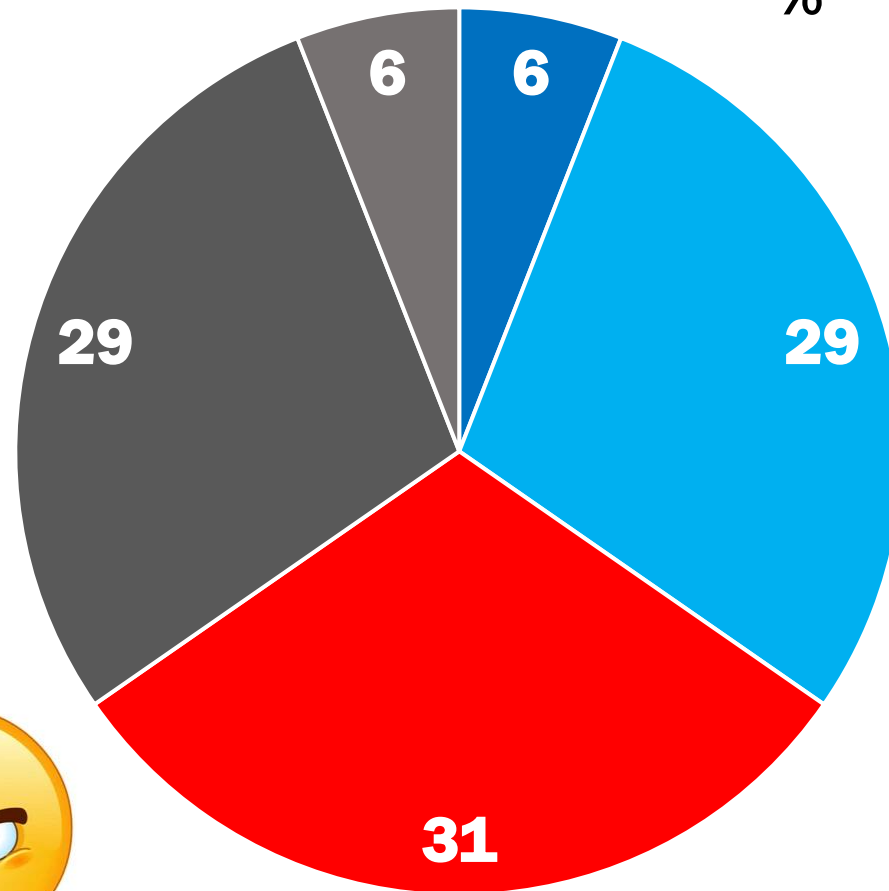
Yes, it can perform just as well  
(if properly trained )

Yes, if it's just simple issues/short  
conversations

No, I don't want it out,  
I always prefer to communicate with a human

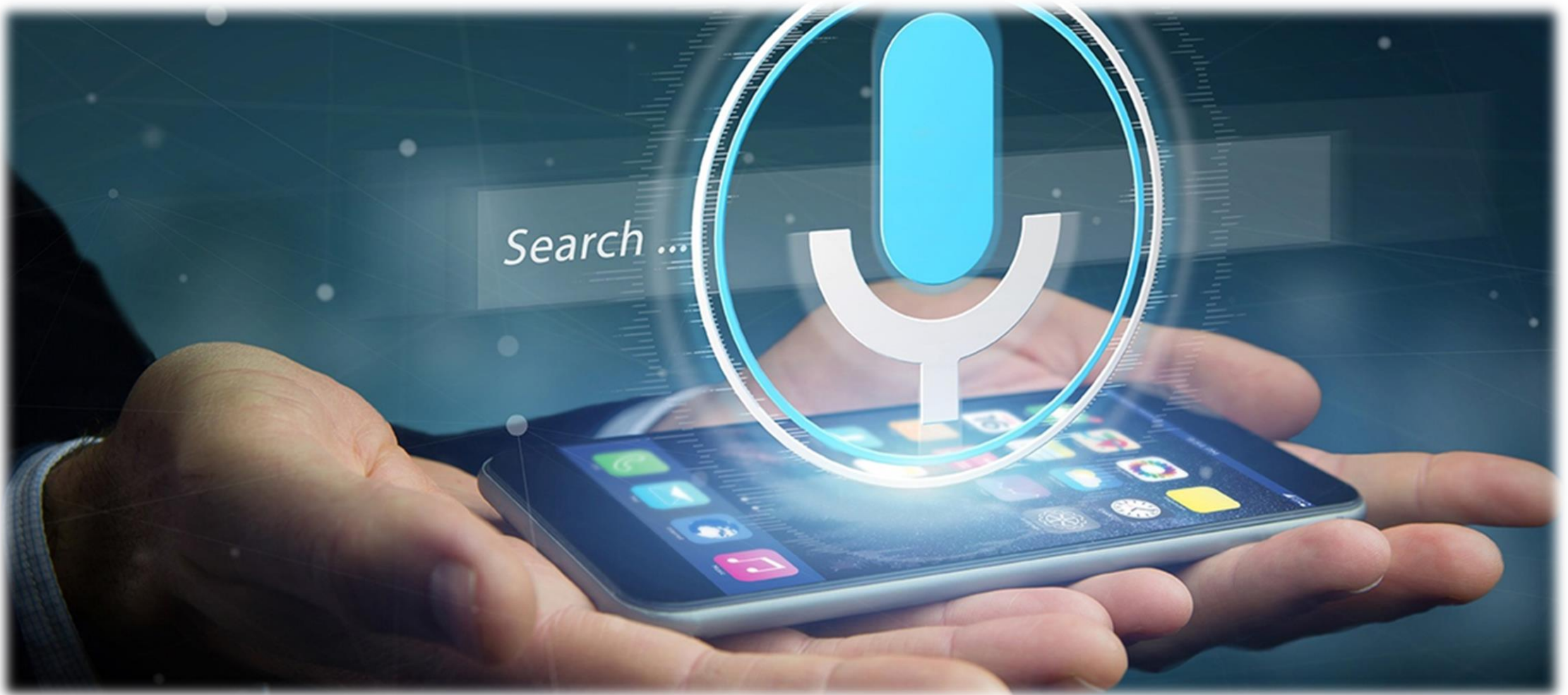
It depends on the situation,  
not all conversations are the same

I don't know/I have no opinion



## **C: Perception of the future use of VOICE AI**

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# Top concerns about conversations with Voice AI: it is not (yet) "human" enough!

"What are *your main hesitations or fears* regarding Voice AI?"

%

■ No. 1    ■ Top 3

Lack of human understanding/empathy

30

68

It doesn't understand what I am saying

29

79

Overall ineffective service

18

60

Technical issues/delays in dialogue

12

57

Concern over use of personal data

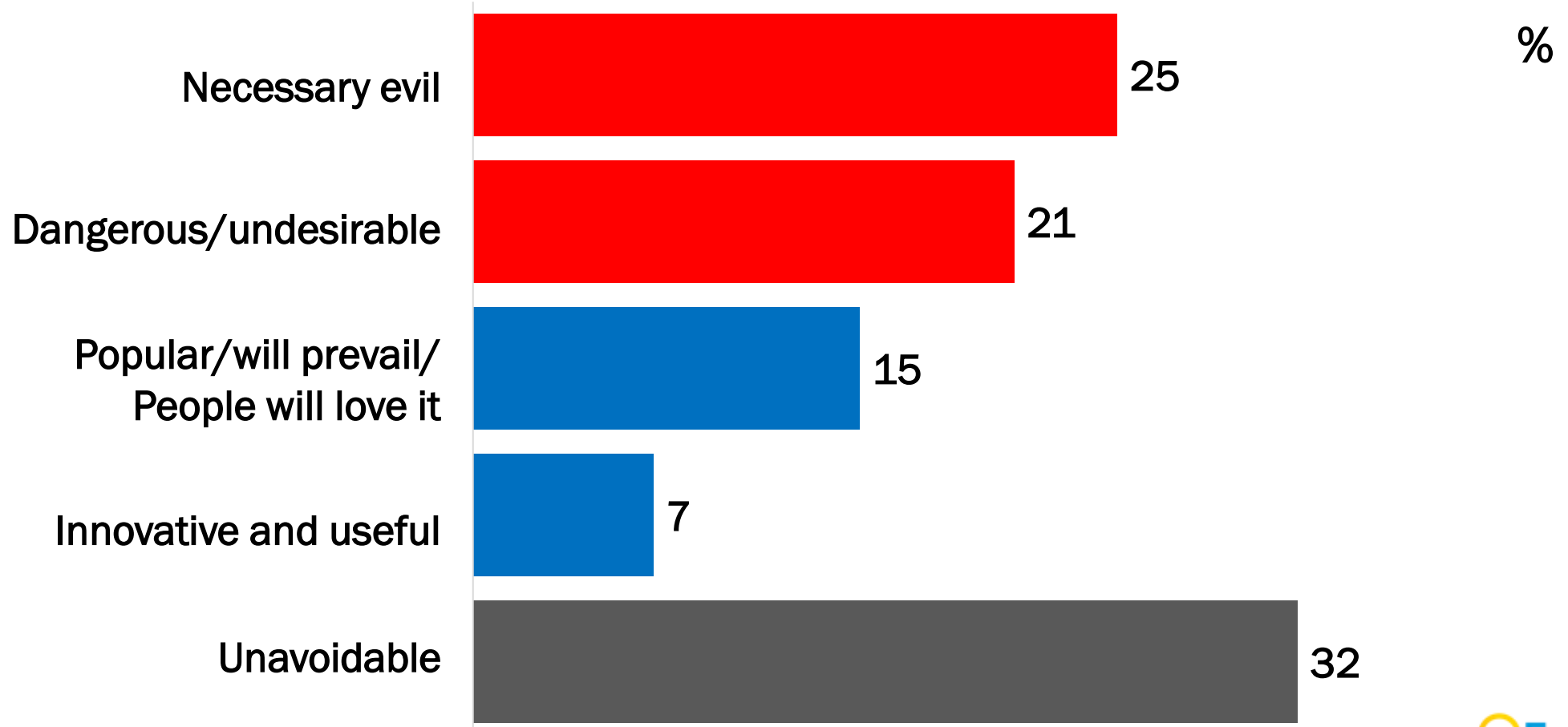
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26

Main issues effectiveness

# VOICE AI in the future: Adopted more out of necessity than desire, based on the logic that "there's obviously no other way"

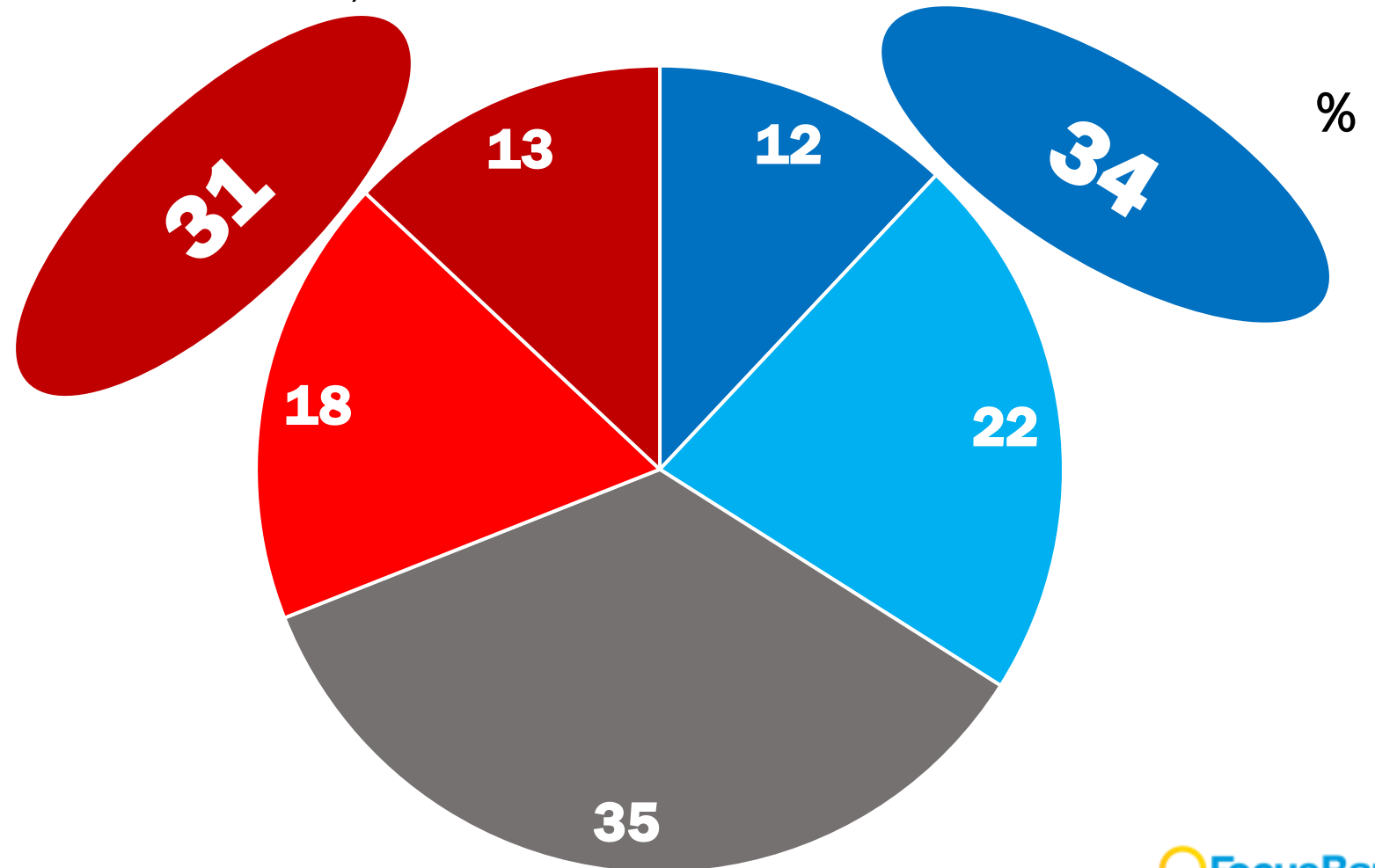
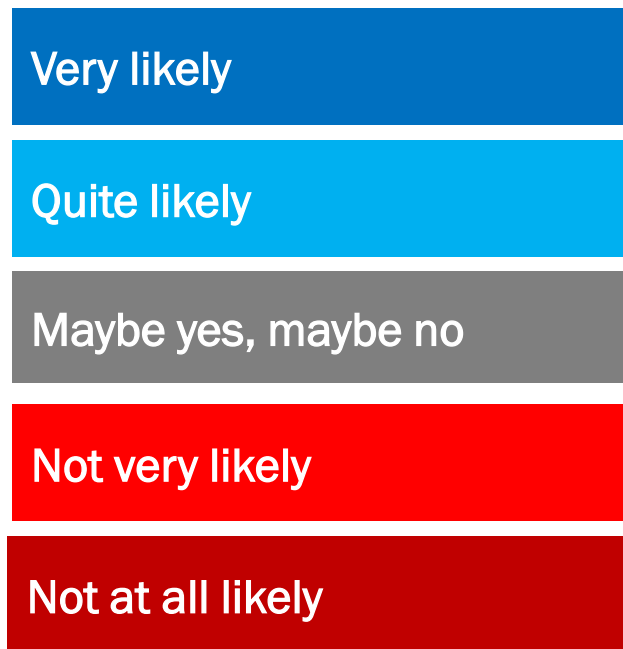
*"How would you describe/expect the use of Voice AI on your phone in the future?"*





# Voice AI: even if it were effective, it still "divides" the Greek public opinion into thirds

*"How likely would you personally be to accept service exclusively by Voice AI, if the service was fast, accurate and understandable?"*



# Key Learnings

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#1

The social perception of AI **is becoming increasingly "blurred"**, yet its usage **is steadily rising**, as more half of Greeks see **AI as a tool for professional development**.  
Despite scepticism, 3 in 5 say they have already at least one AI tool, mainly ChatGPT.

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#2

## Voice AI: Misunderstood... As IVR

Greeks' first contact with Voice AI is, by their own account, is typically through call centres — most people still **confuse** it with the old- style, automated IVR systems.

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#3

When it comes to potential conversations with VOICE AI, the public **is split into three equal parts!** Adoption is considered obvious and necessary, under the logic that "there is no other way" - though the "human element" is still as missing.

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#4

In the future, VOICE AI will prevail only if **it serves effectively**.  
The public states it will adopt Voice AI **only** if the service is **fast, accurate and understandable** — effectiveness is seen as **the "ticket" to widespread acceptance**.

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Thank you!

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

