

Customer Experience in the AI Era



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Thank you!

We'll see...



- Why "Customer Experience?"
- What is "Customer Experience?"

- How digital are Greeks?
- How do they feel about TN?

- What is changing in Customer Experience?
- In short: where are we headed?

A few words about me



What does "Resilience Expert" mean?
Specialist in Mental Resilience

I help you build the qualities you need to successfully cope with the constant changes in your personal and professional life/business!

It's not how high you go that matters, but how far you go!

My Sources



- Monitoring the relationship between Greeks and technology since 1995
- CATI telephone interviews
- Annual sample of 20,000



- Continuous nationwide online survey
- A range of questions on public opinion, purchasing habits, mindset, attitudes and positions on social issues, exposure to the media, etc.
- Annual sample of 8,500+

EIEP research FB CX Stories

- Quantitative nationwide study
- Population: Adults aged 18-64
- Sample: 600 individuals
- Fieldwork conducted: April-October
- Structured questionnaire
- Real CX stories (Wow & Ouch)
- YouGov Online Panel (40,000+)
- Focus Bari is YouGov's Affiliate Partner in Greece



Why is Customer Experience Important?

The ultimate customer experience is the key reference point for the corporate mission

Philosophy & Mission



Loyalty & Word of Mouth Advertising

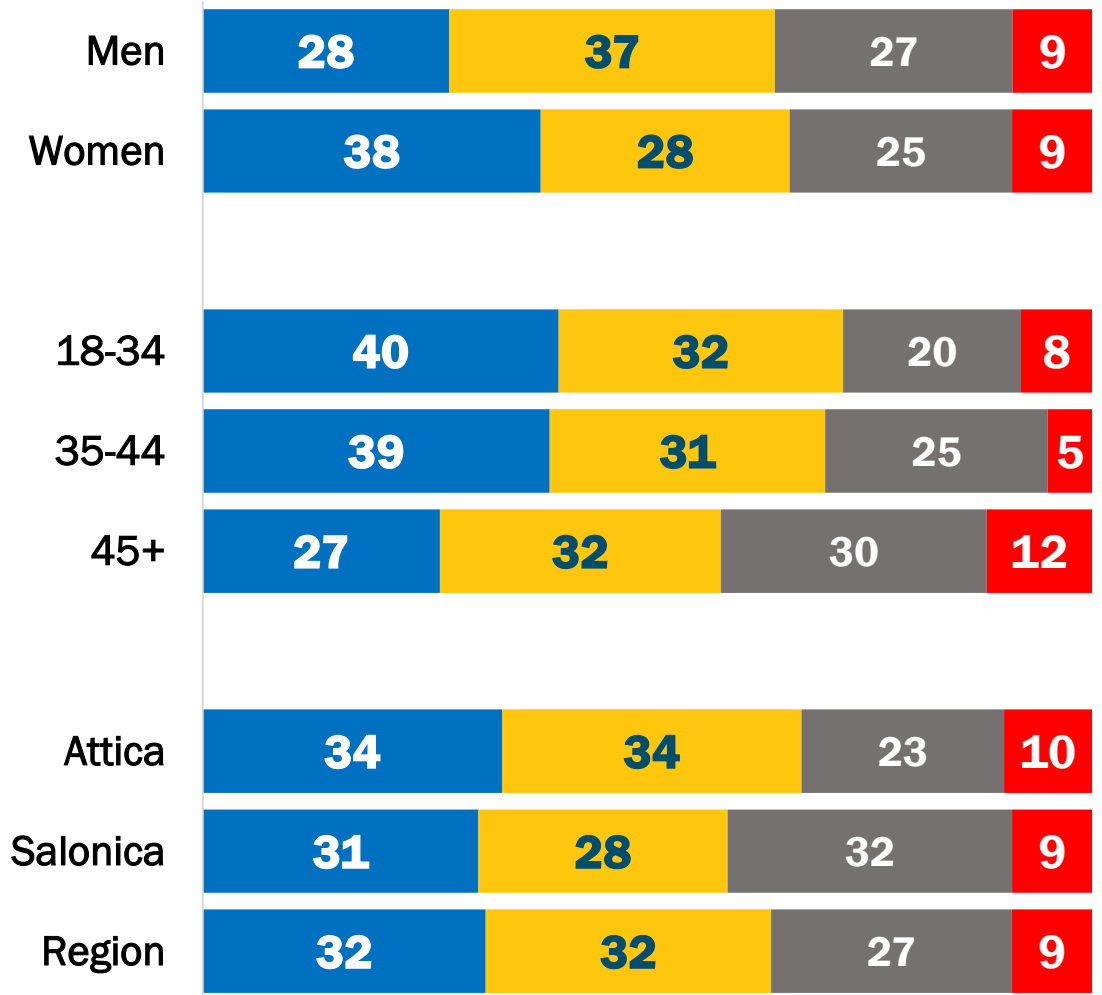
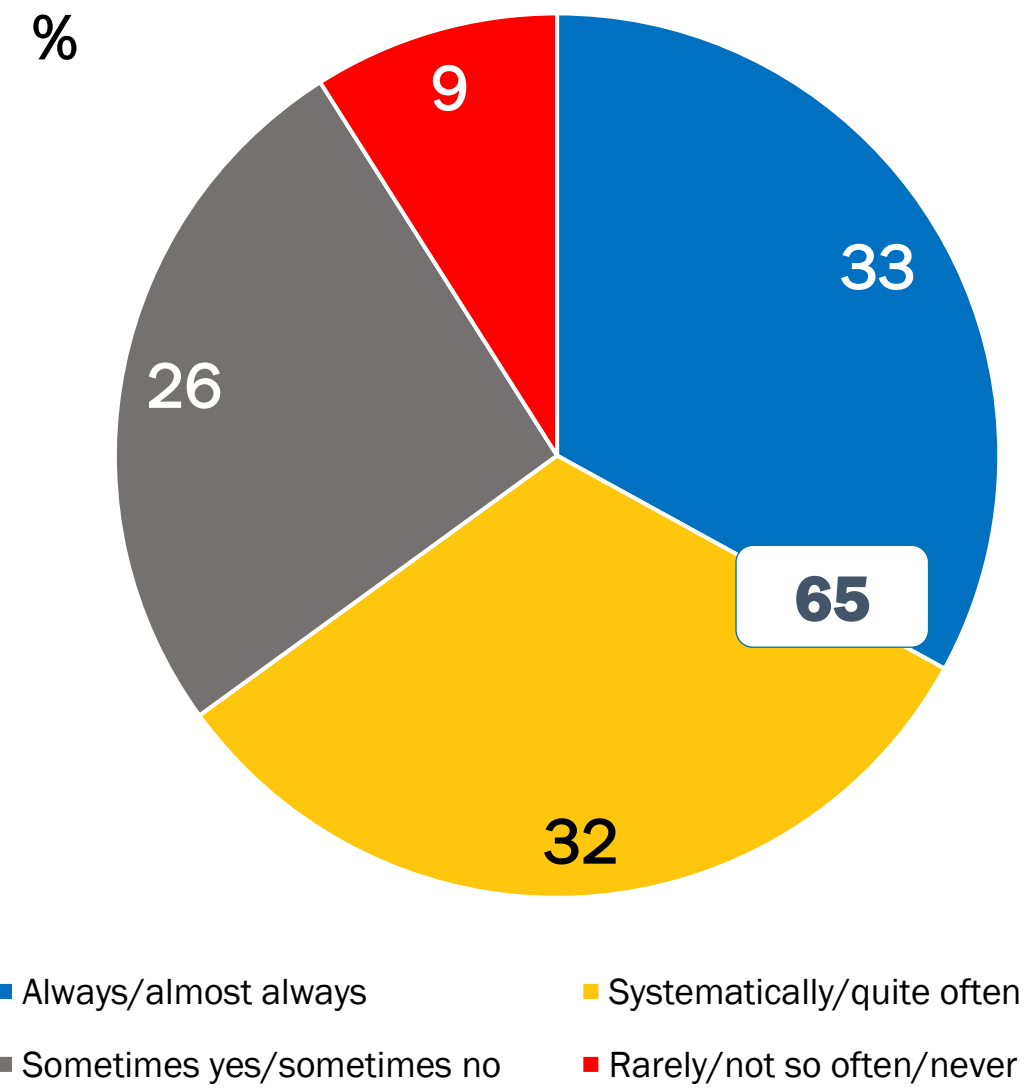


Profitability & Growth



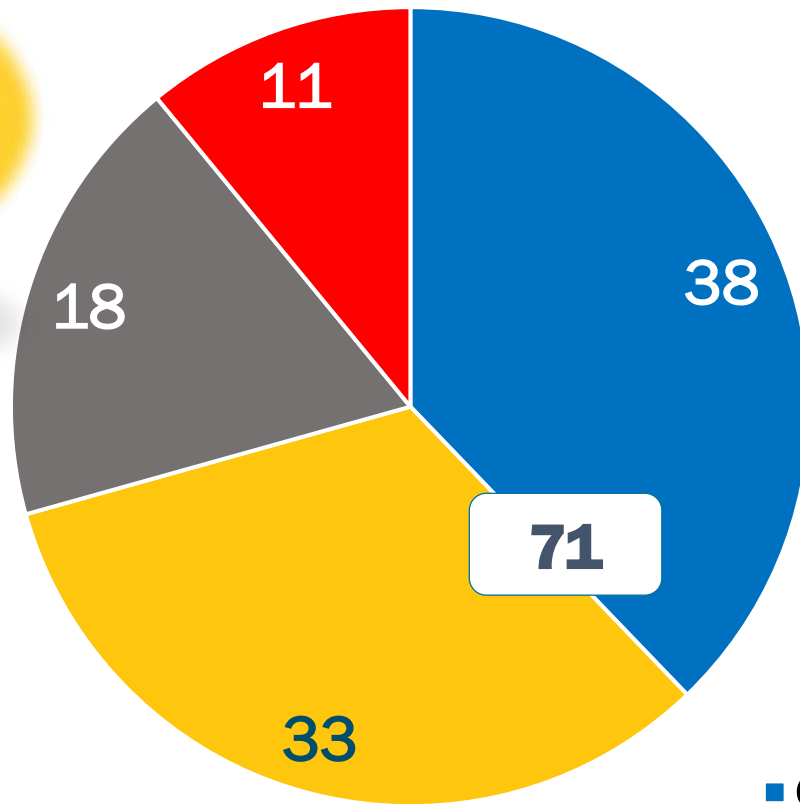
Consumers' experiences become more influential when publicly shared: 2 out of 3 Greeks consult reviews and ratings before choosing a product or service

Q. "How often do you read reviews and ratings before purchasing a product or service?"



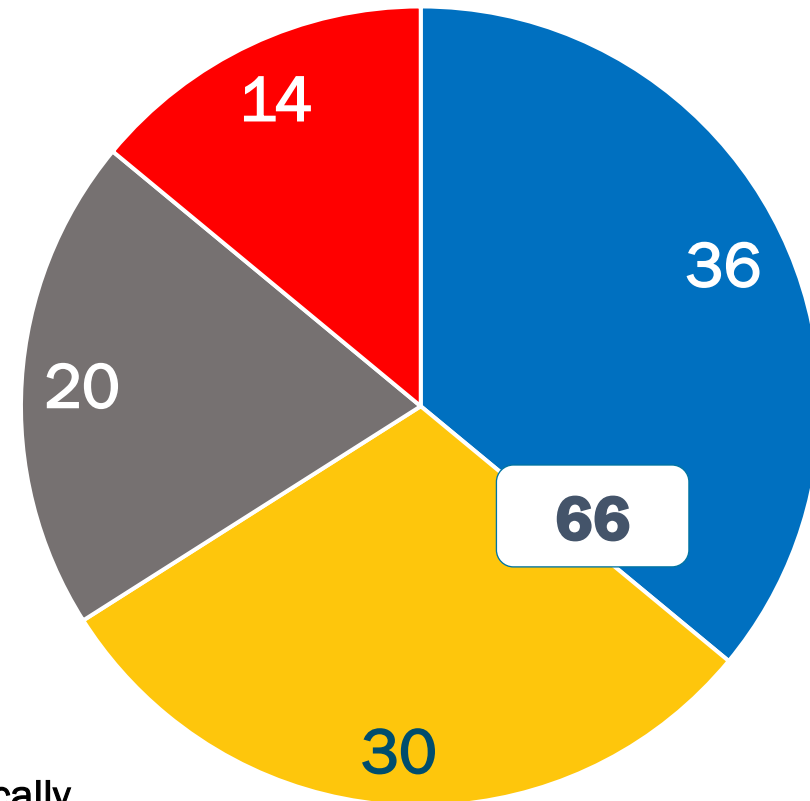
Consumers share online:

The **WOW** experience shared spontaneously



%

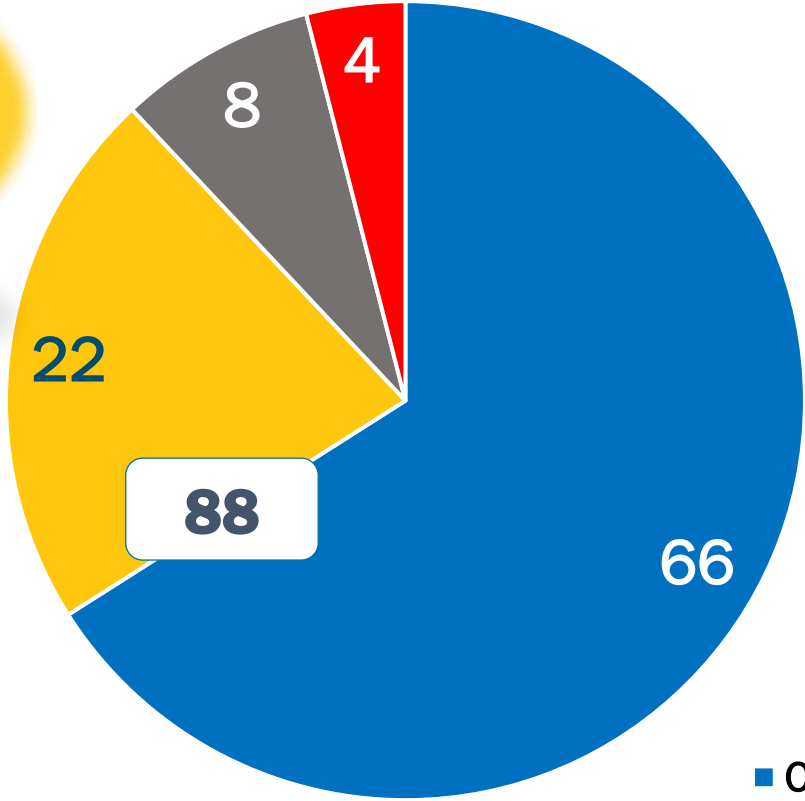
The **bad OUCH** experience shared spontaneously



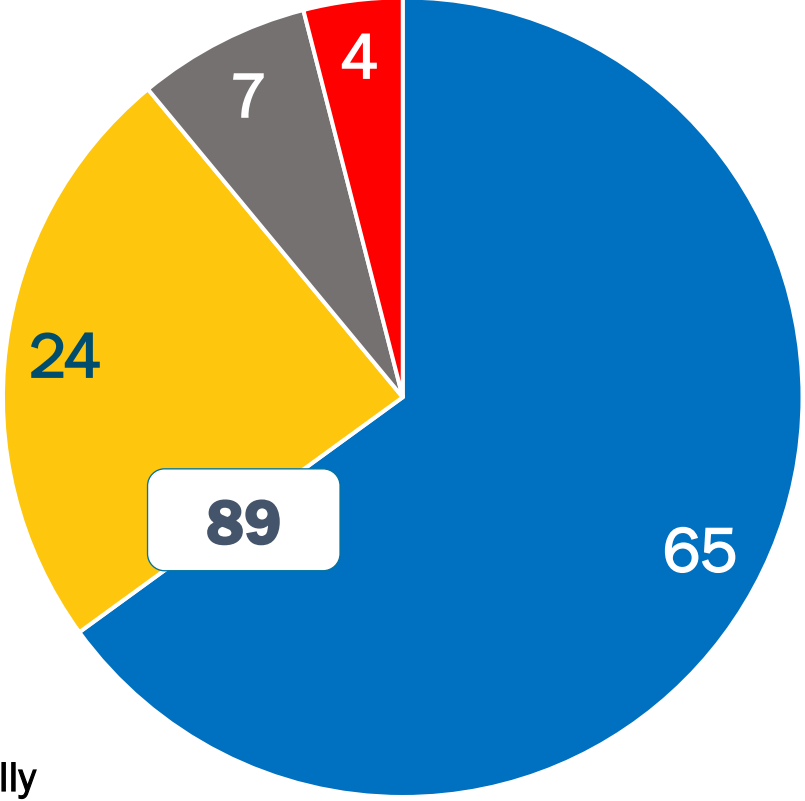
- Often/ systematically
- sometimes yes / sometimes no
- Rarely /not so often
- Rarely /never

Consumers tell their friends:

Regarding the exceptional WOW experience



Regarding the bad OUCH experience



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



#1. Key Learning
Customer
experience is the
"foundation of
business
success" for
every company.

What is Customer Experience?

- **WOW!**
- **OK**
- **OUCH!**

The customer experience is defined as...



The **feeling** a customer has after every **interaction** with us!

This feeling can form the foundation for your own "CX Statement."

Through their choices, consumers want to meet all human needs, and organizations must embrace these needs through:

Contribution

Social contribution, health, planet...

Growth/progress

Resilience, robustness, expansion

Connection & love

Authentic, genuine interest and behavior

Significance

Personalized service "for me!"

Variety/change

Renewal, evolution within our identity

Safety/security

Quality, consistency, faith in our values

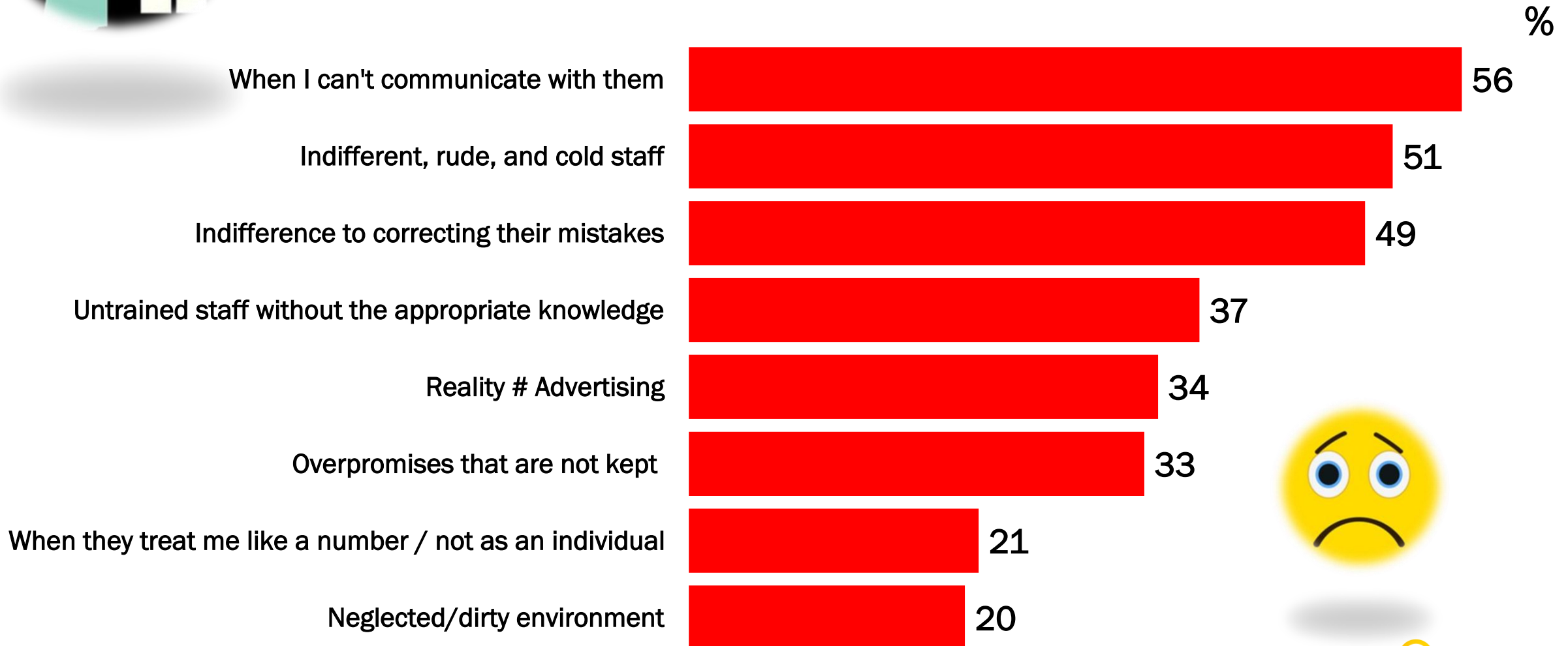


What makes a "WOW" experience?

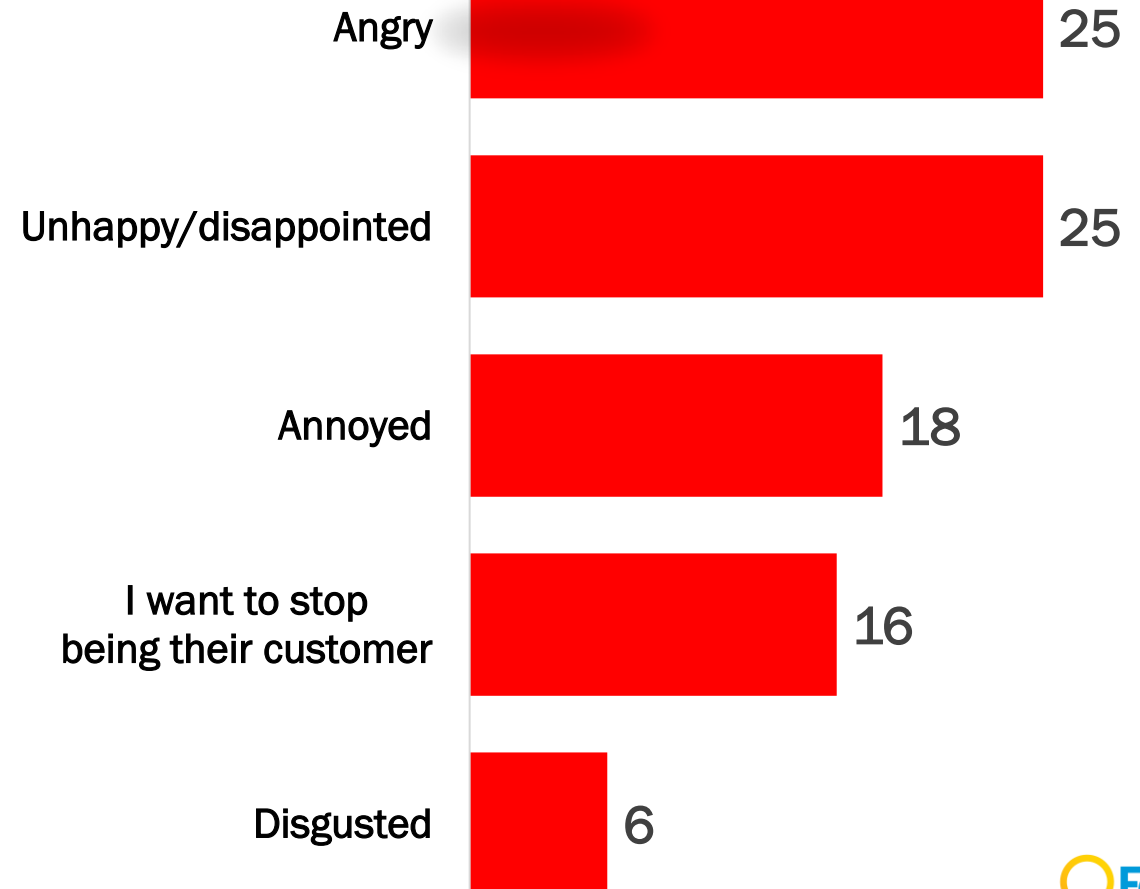
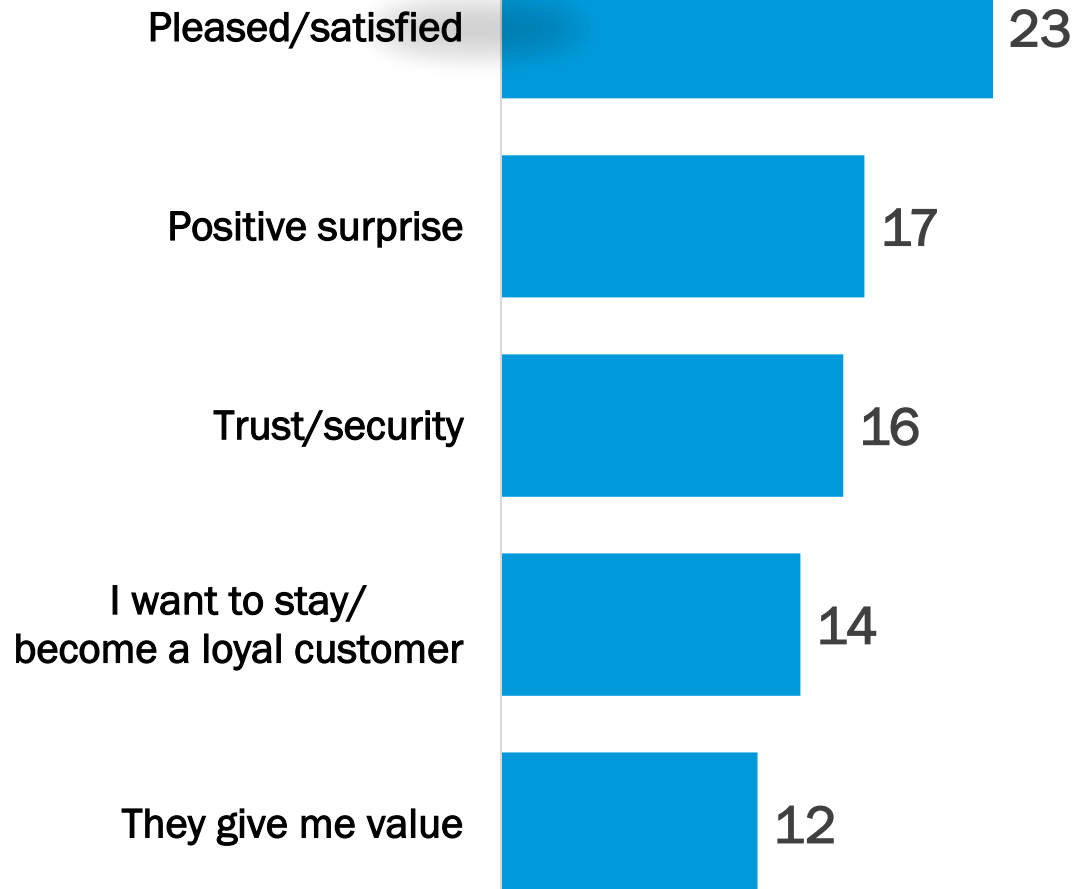




What ruins the experience? "OUCH!"



How does the customer feel in each case?



%



#2. Key Learning **Customer** **Experience is an** **Emotion primarily** **associated with** **People**

How digital are Greeks?

All Greeks are internet users (97%)

Authority

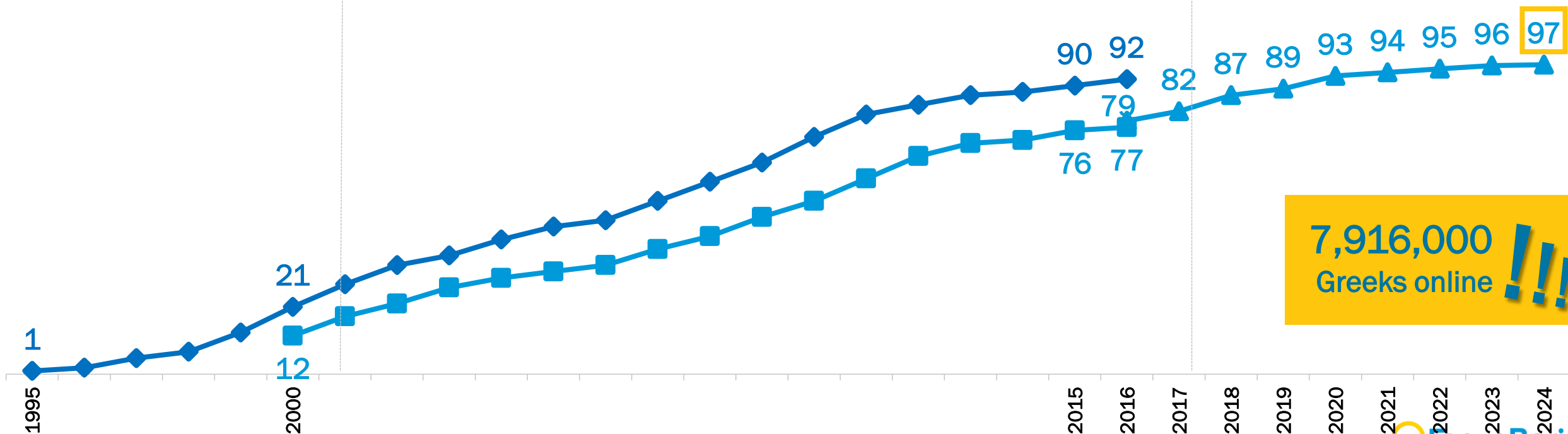
Ages 13-54, Urban 50+
3,604,000

Expansion

Men-Women 13-70, Nationwide (-25 km)
6,585,000

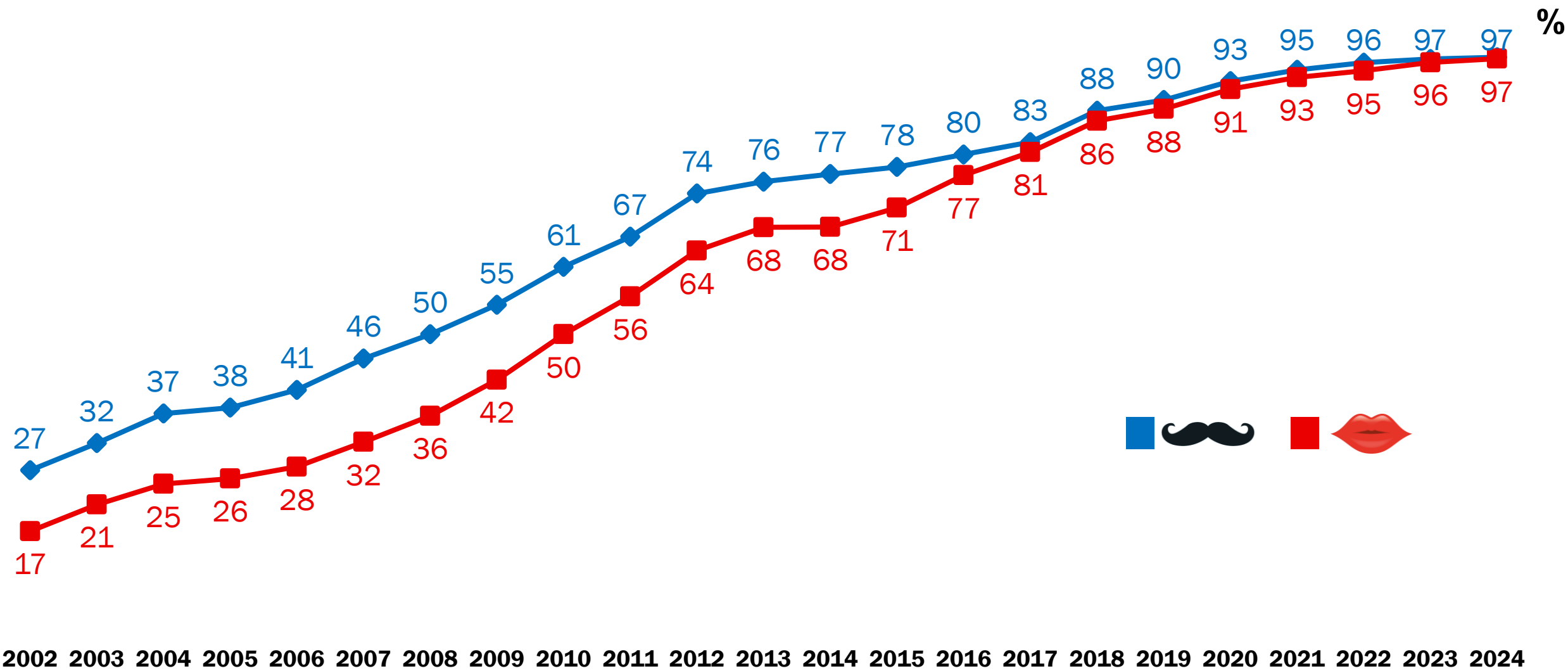
Today

Men-Women
13-74, Nationwide
8,202,000

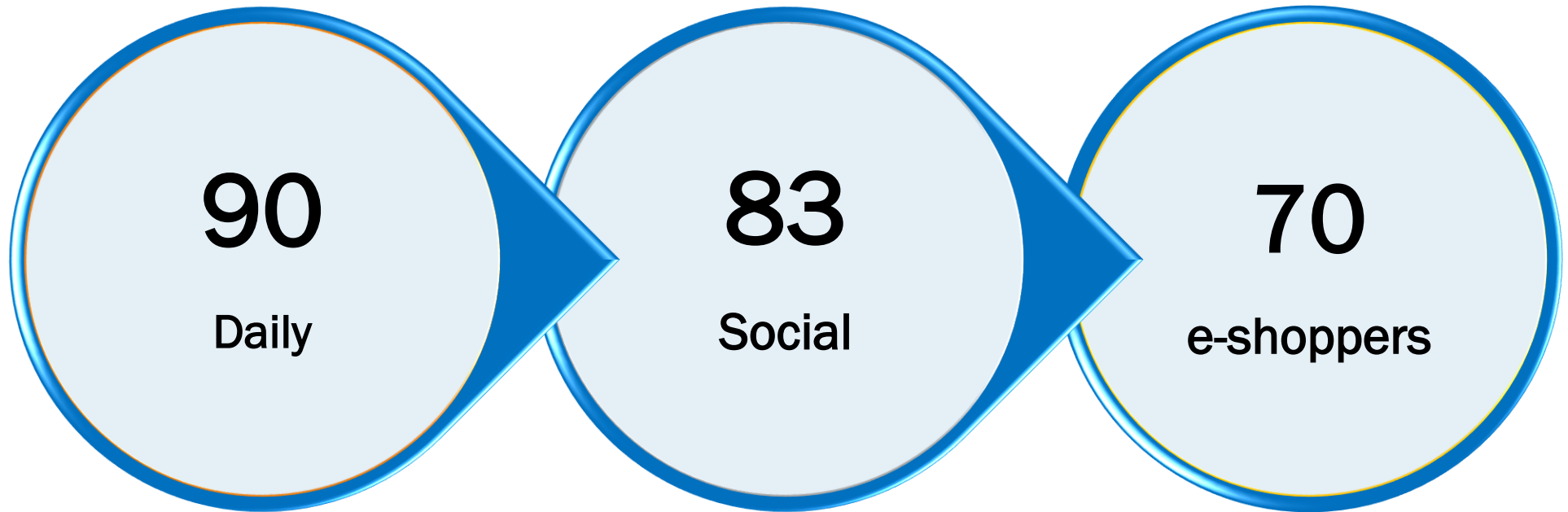


7,916,000
Greeks online !!!

Men and women equally!

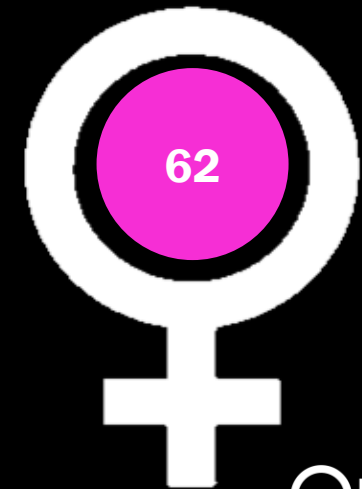
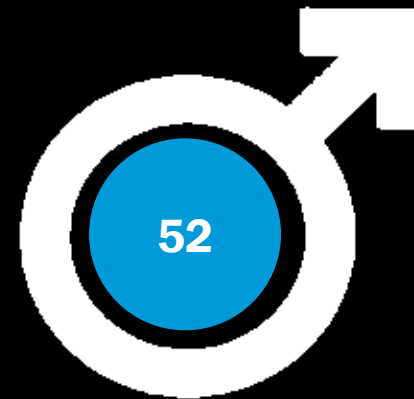


Almost **all of them** use their **cell phones**
(93%)



... through which **they do everything!**
(updates-expression-socializing-information-shopping-services-transactions...)

**However, more than half of
Greeks [57%] feel somewhat **anxious**
about the pace of **new**
technology, especially
women**



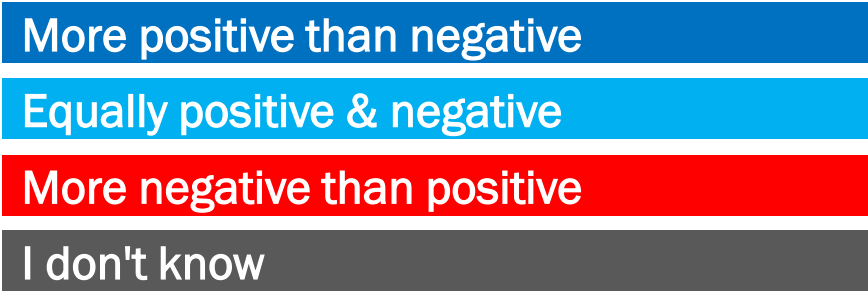


#3. Key Learning
All Greeks are
online, but at the
same time,
technology
creates stress!

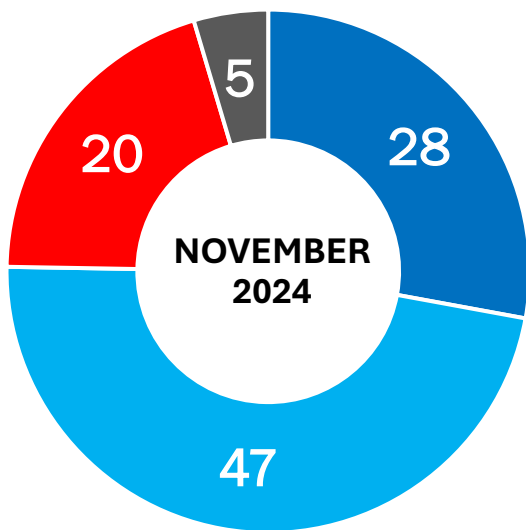
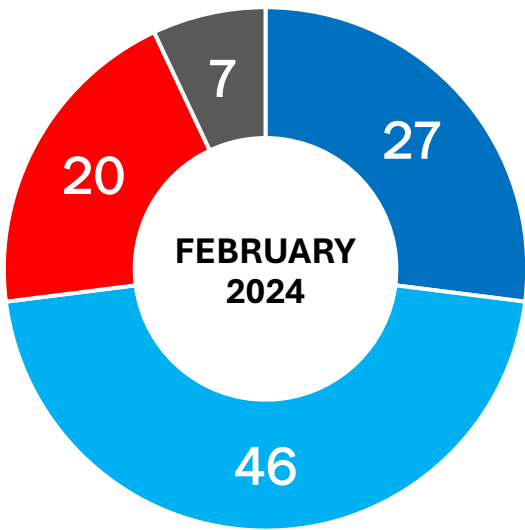
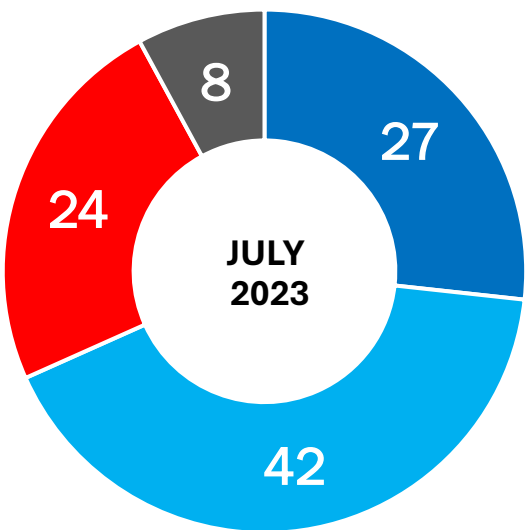
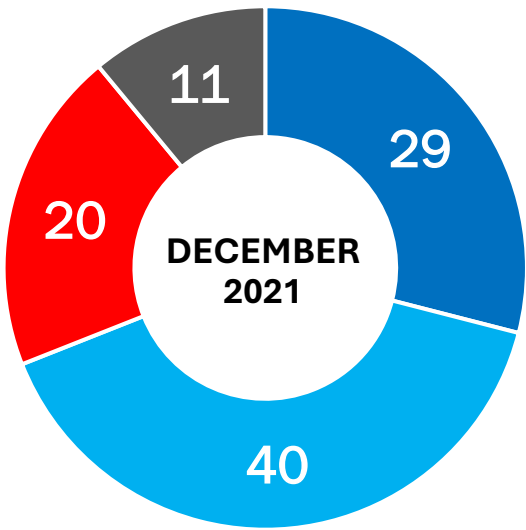
How do they feel about Artificial Intelligence?

Greeks' views on the impact of AI on society/work remain "mixed," but...

"The impact of AI on society will be..."



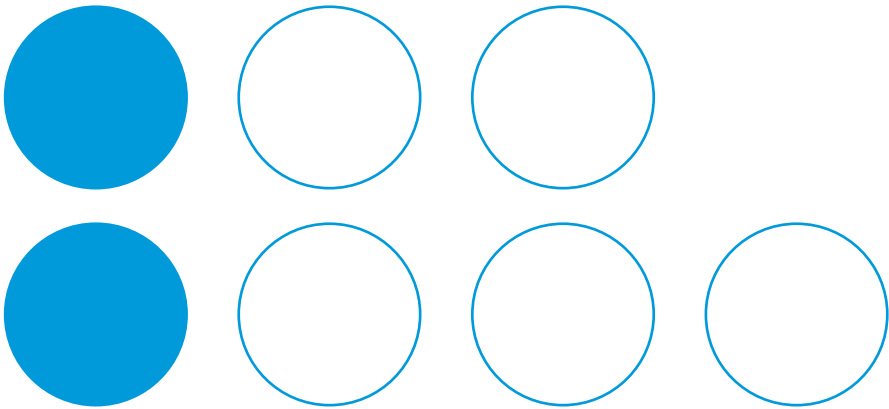
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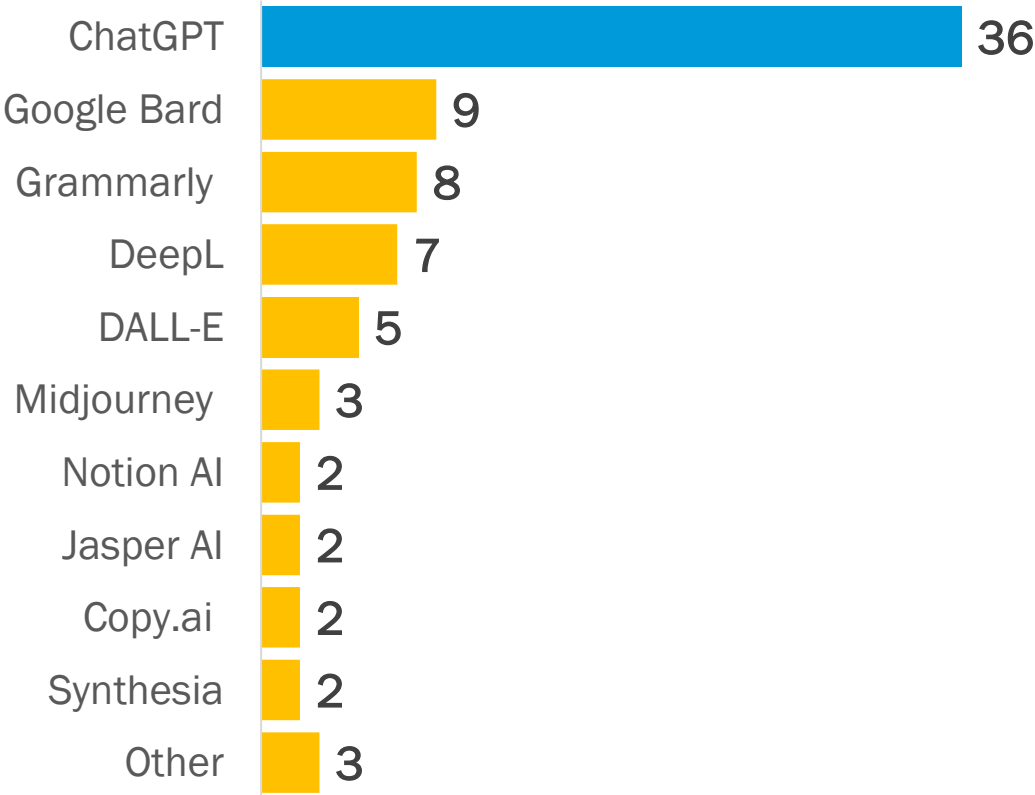
...one in two Greeks already use at least one AI tool, with ChatGPT being the most popular

%

More than 1 in 3 (36%) Greeks use ChatGPT, and...

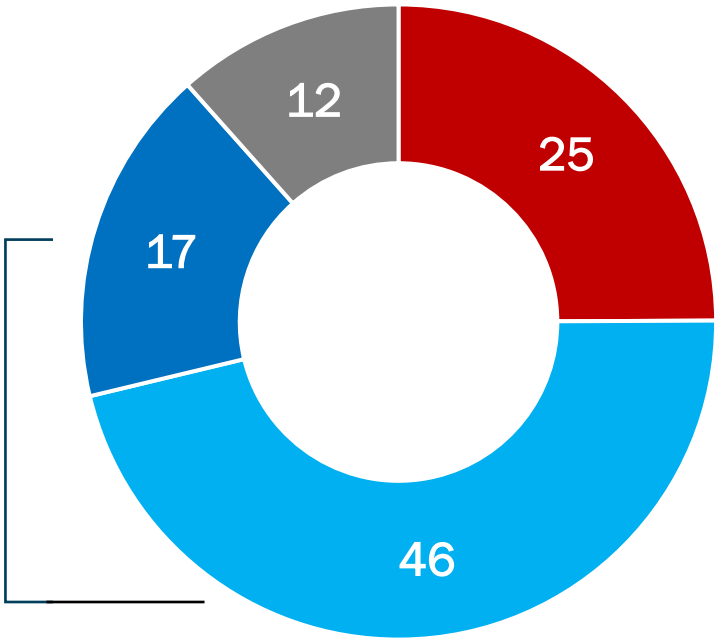


...about 1 in 4 (26%) use other AI tools besides ChatGPT



Almost two out of three Greeks believe that AI will improve their career prospects

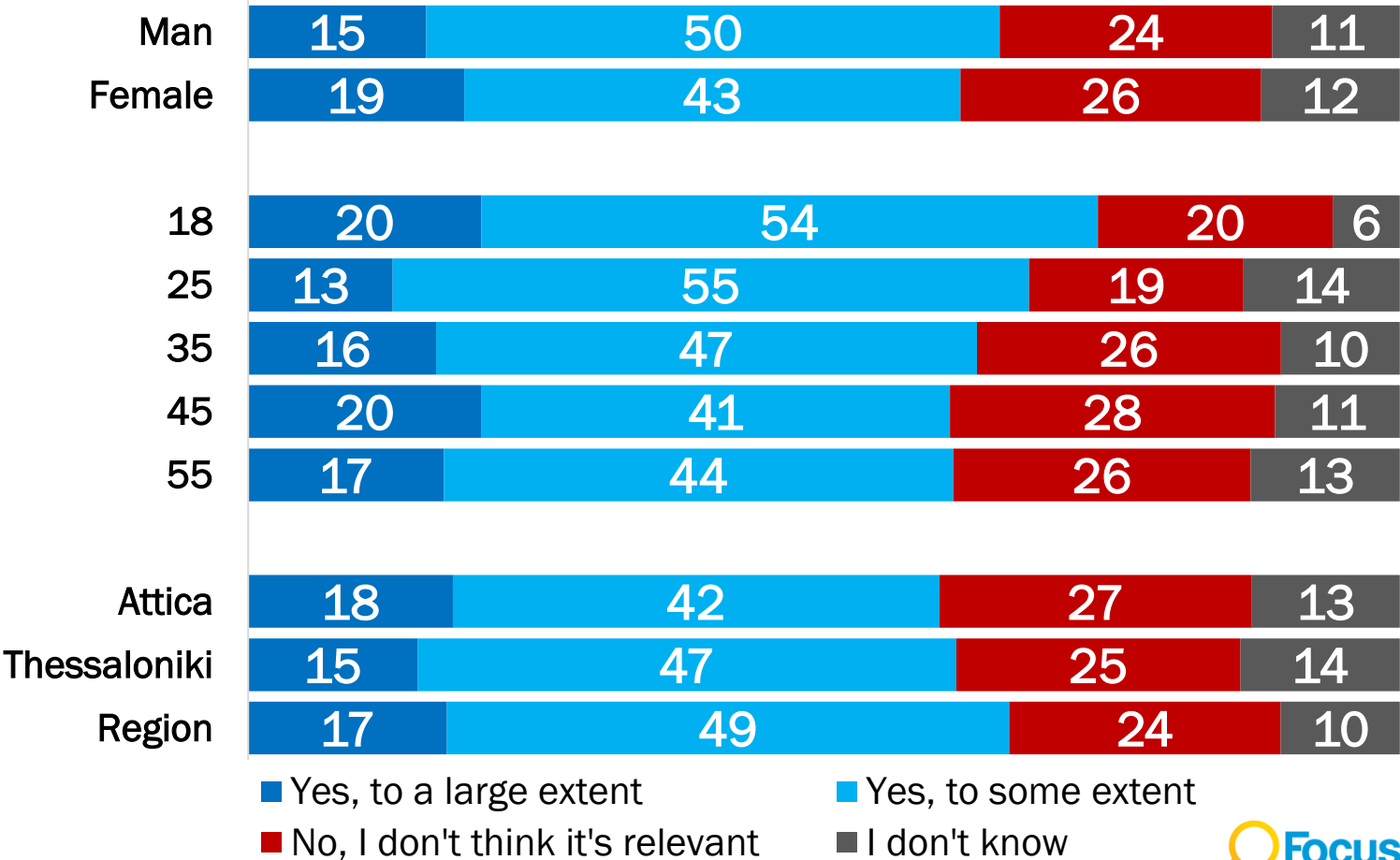
Do you believe that using and understanding Artificial Intelligence tools can improve your career prospects?



63

(Yes, to some extent – Yes, to a large extent)

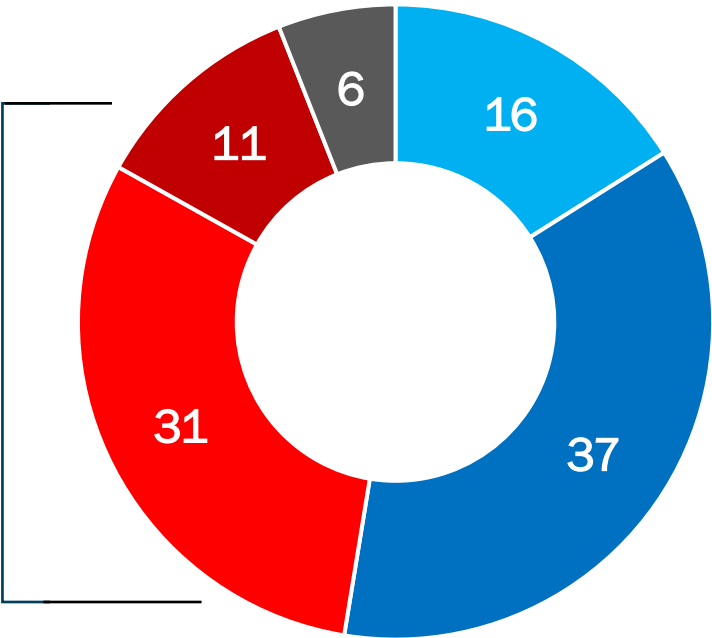
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At the same time, however, artificial intelligence appears to be a threat to a large portion of the public

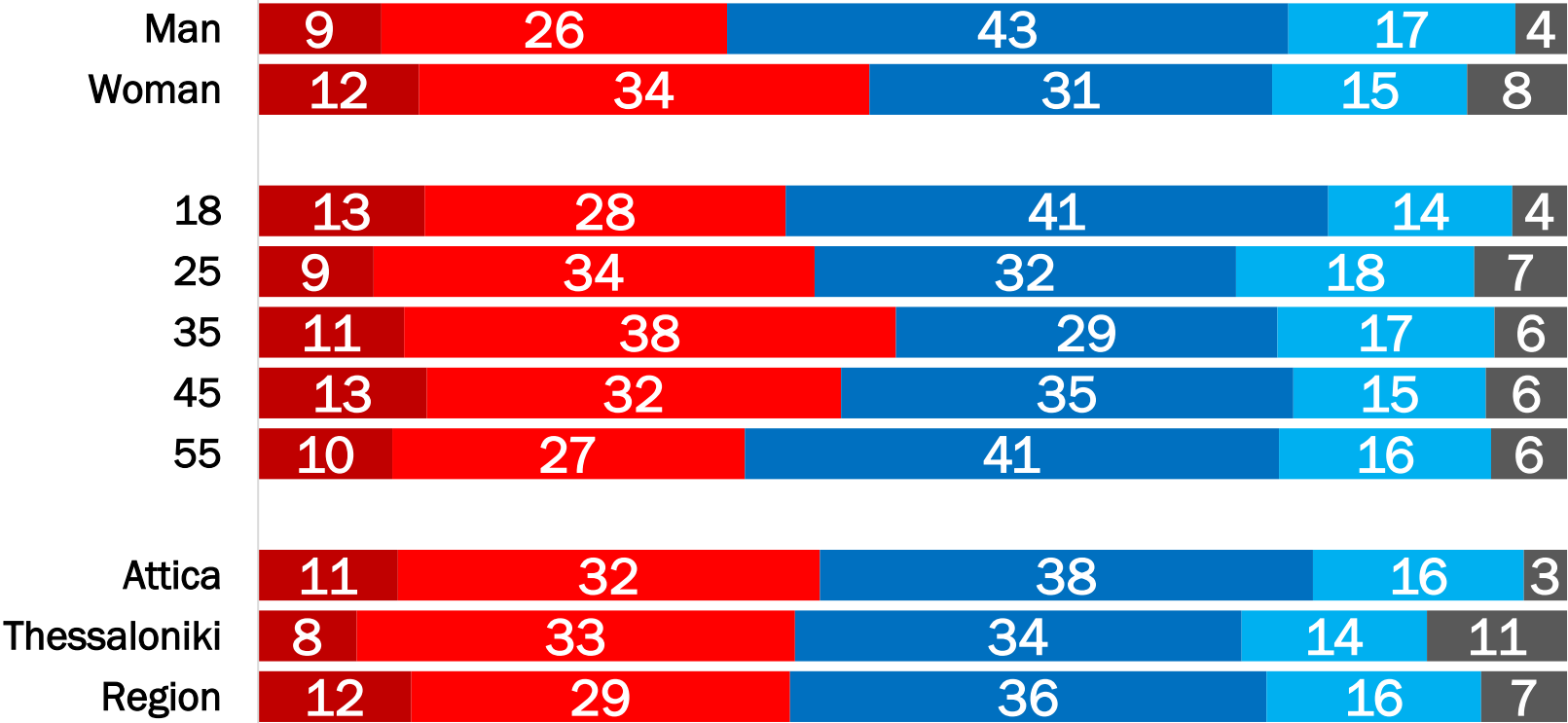
Do you believe that Artificial Intelligence could replace your job in the future?

%



42%

(Yes, I believe so and I am very concerned – Yes, I am concerned to some extent)

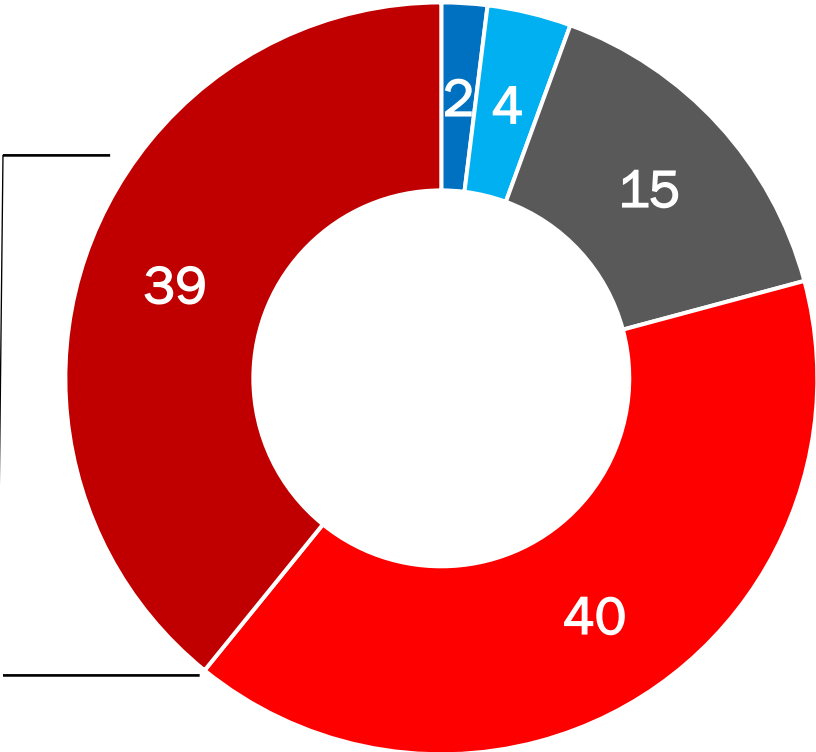


- Yes, I believe so, and I am very concerned.
- Yes, I believe so, and I am concerned to some extent
- No, I don't think it's likely

The possibility of misinformation/fraud due to AI is also very high, which is why state regulation is required.

How likely or unlikely do you think AI is to lead to fraud and misinformation?

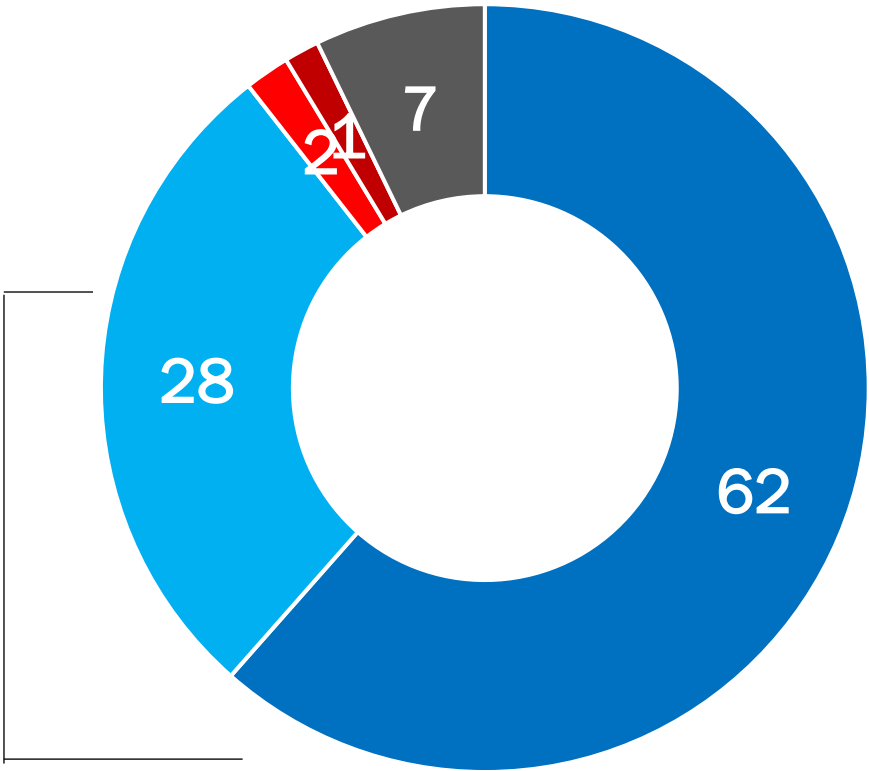
- Not at all likely
- Somewhat likely
- Moderately likely
- Quite likely
- Very likely



79% (Quite likely– Very likely)

Do you believe that the use of Artificial Intelligence should be regulated to protect individuals and society?

- Yes, strict regulation is required
- Yes, some regulation is needed.
- No, the existing regulation is sufficient.
- No, it could slow down technological progress
- I have no opinion.



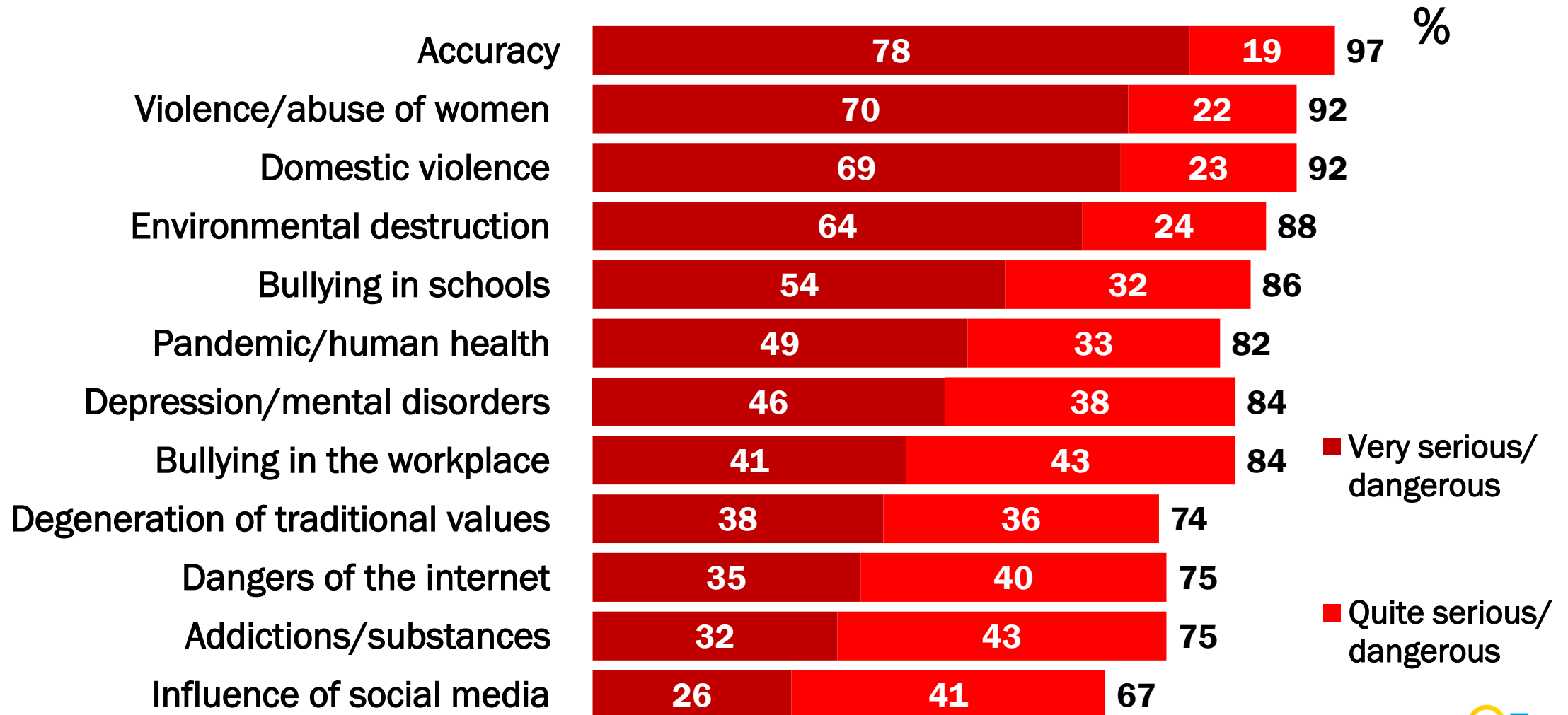
90% (Strict/some regulation is needed)



#4. Key Learning
While the use of
AI is on the rise,
expectations and
sentiments show
strong
reservations.

What is changing in the Customer Experience?

Society today is plagued by serious issues



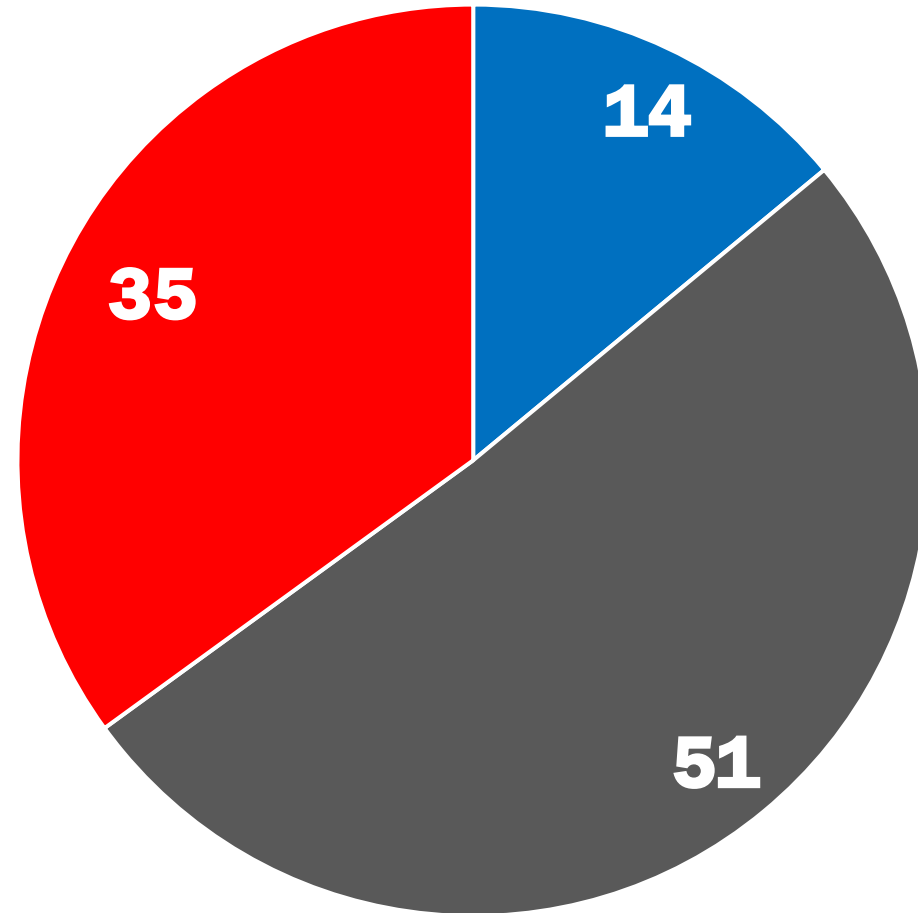
More than one in three Greeks today say that their income does not cover their needs, one in two just "makes ends meet", and only one in seven say they have sufficient income!

"These days, my income..."

They are more than enough to cover all my needs

Barely enough to cover my needs

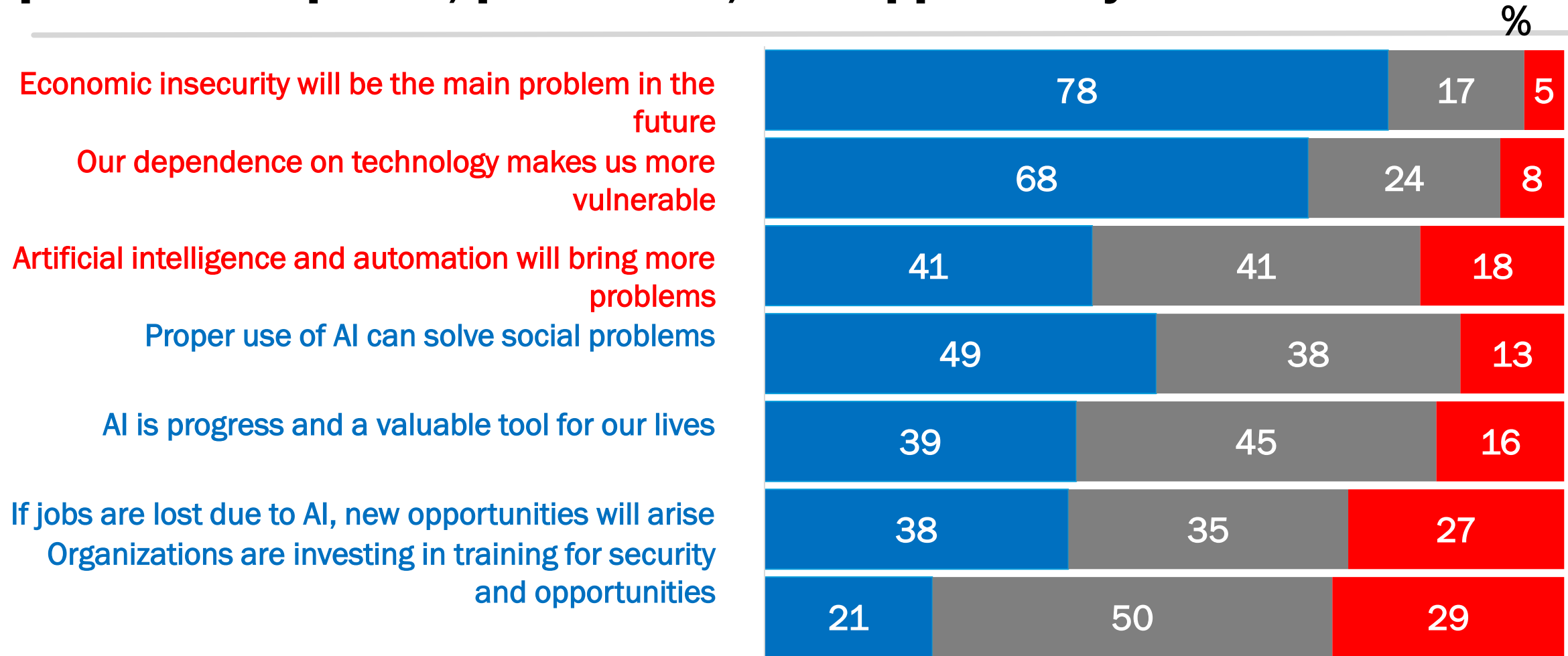
They are not enough to cover my needs



%

Economy and Technology at a Crossroads:

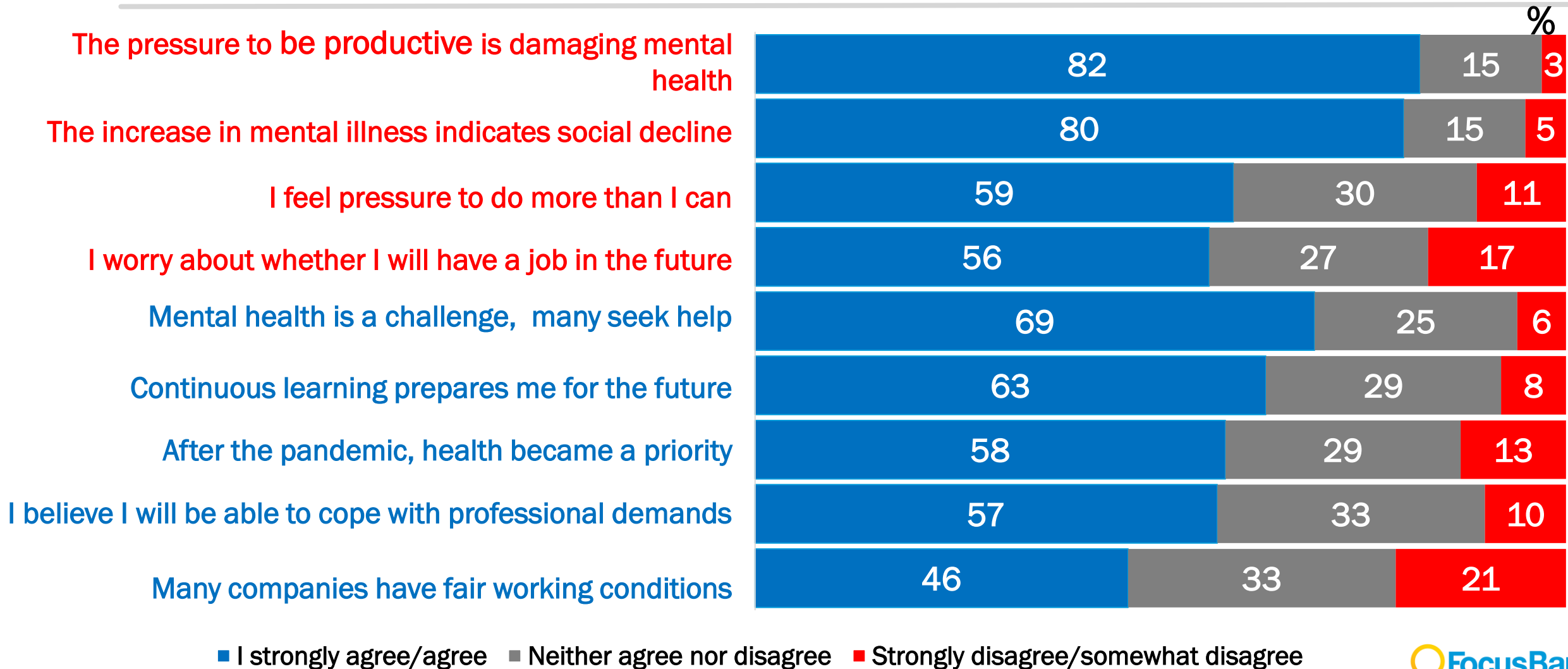
Insecurity, doubt, fear, and vulnerability to AI, and the need for responsible response, prevention, and opportunity creation



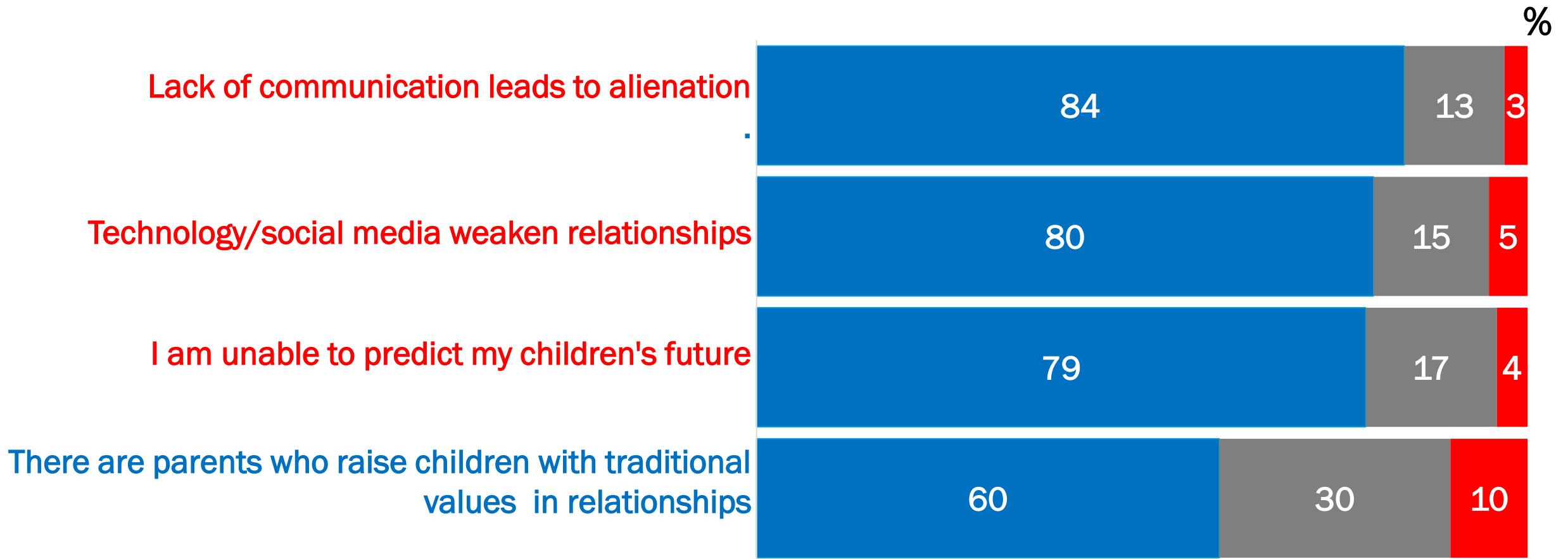
■ I strongly agree/agree ■ Neither agree nor disagree ■ Strongly disagree/somewhat disagree

Mental Health:

Social crisis, professional challenges, and the need for mental resilience in the future as hope and solution



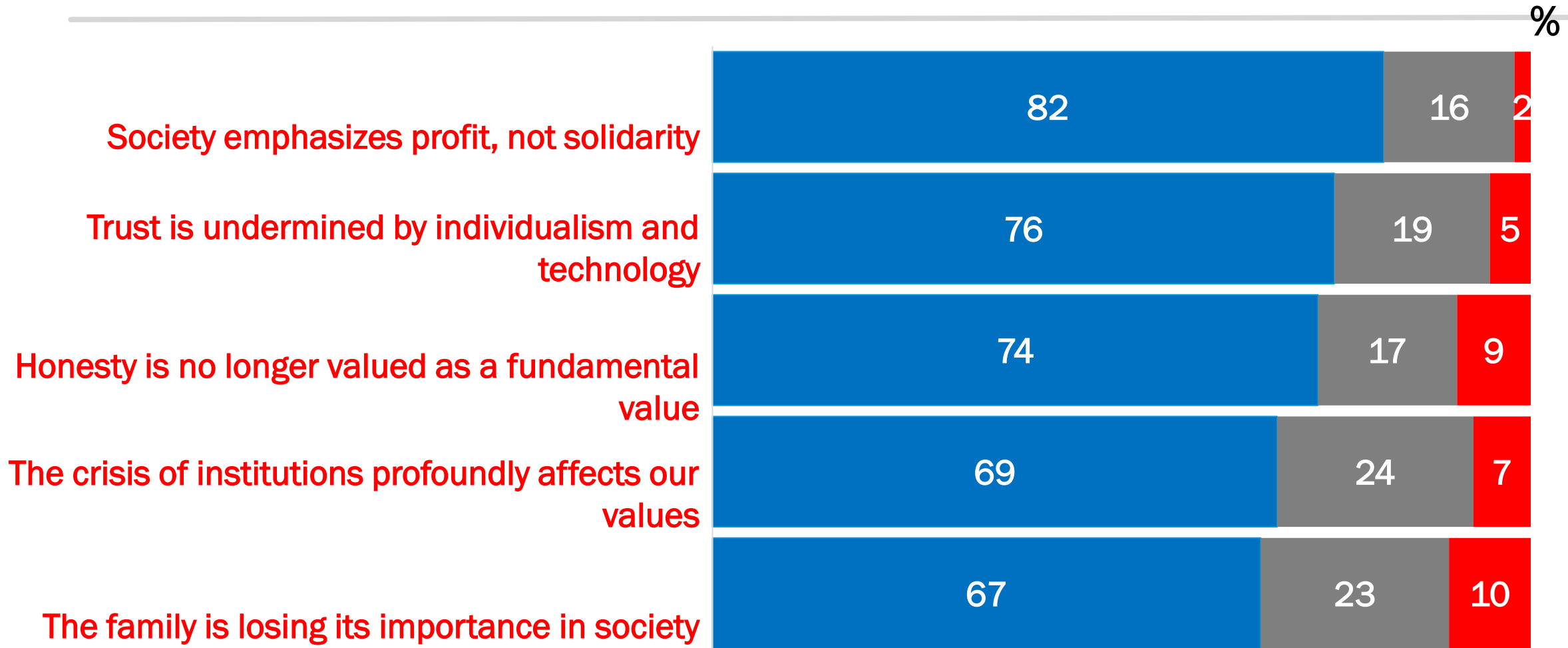
Personal relationships in the age of technology: Weakening, uncertainty about the future, and difficult communication



■ I strongly agree/agree ■ Neither agree nor disagree ■ Strongly disagree/somewhat disagree

Values and Society:

Profitocracy, crisis of institutions and fundamental values, individualism and erosion of trust and honesty



■ I strongly agree/agree ■ Neither agree nor disagree ■ Strongly disagree/somewhat disagree

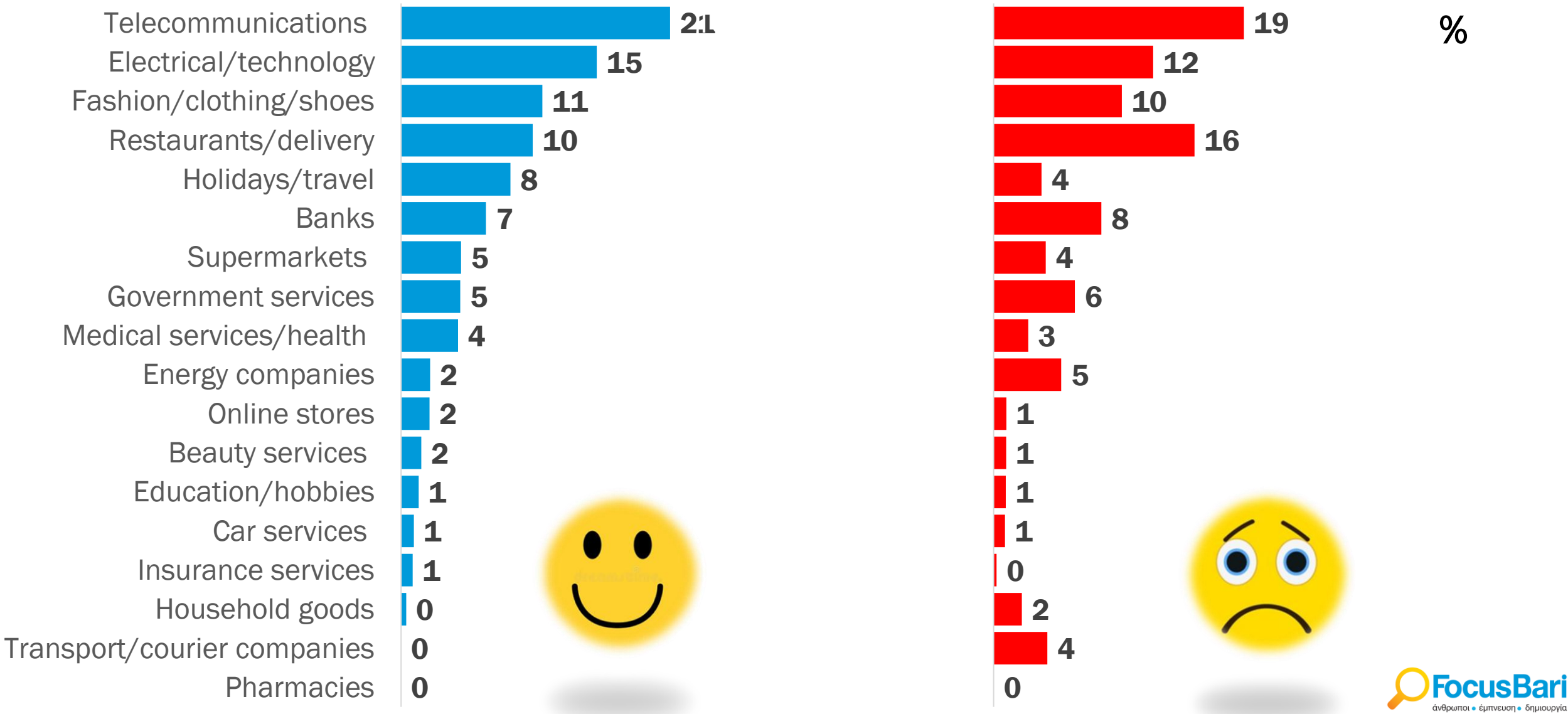


#5. Key Learning
Today's
consumers
belong to a
society that faces
many serious and
ongoing issues.

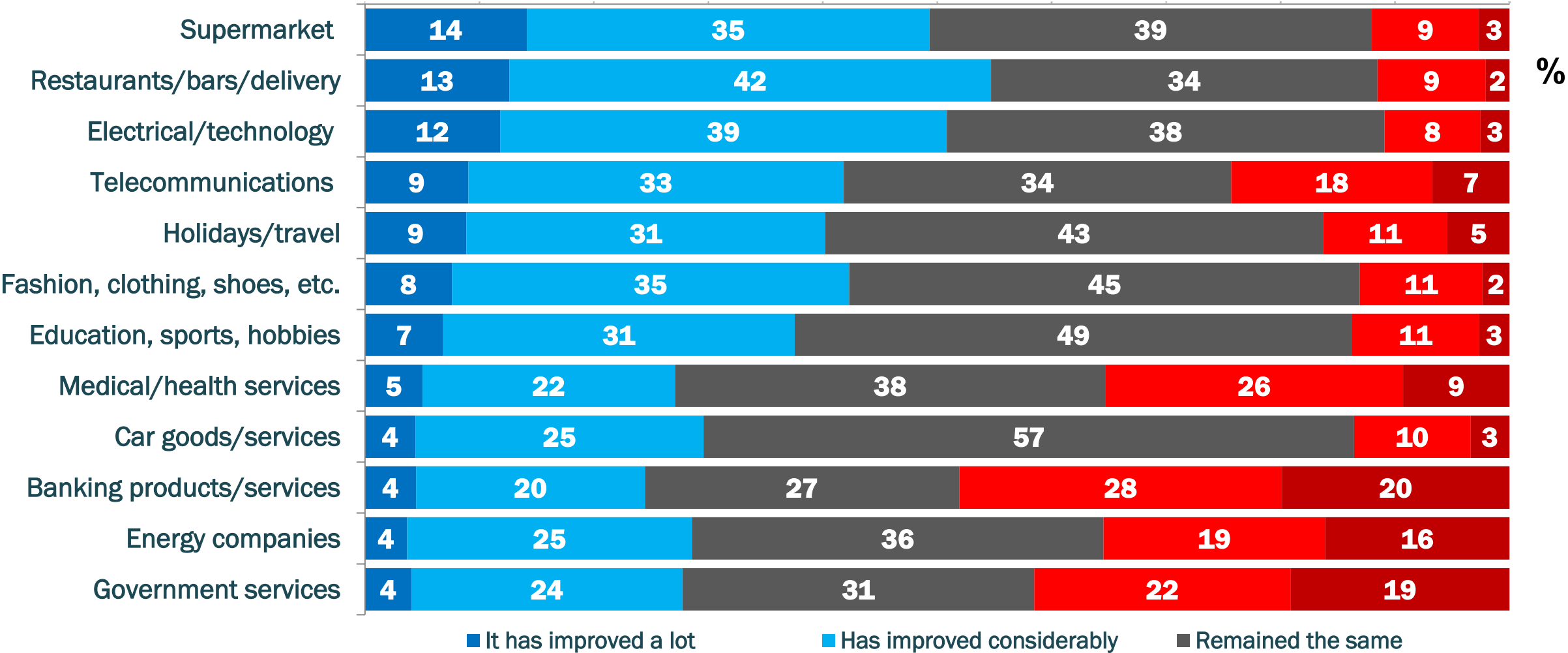
At the same time, contact with the customer is both multi-layered and complex:



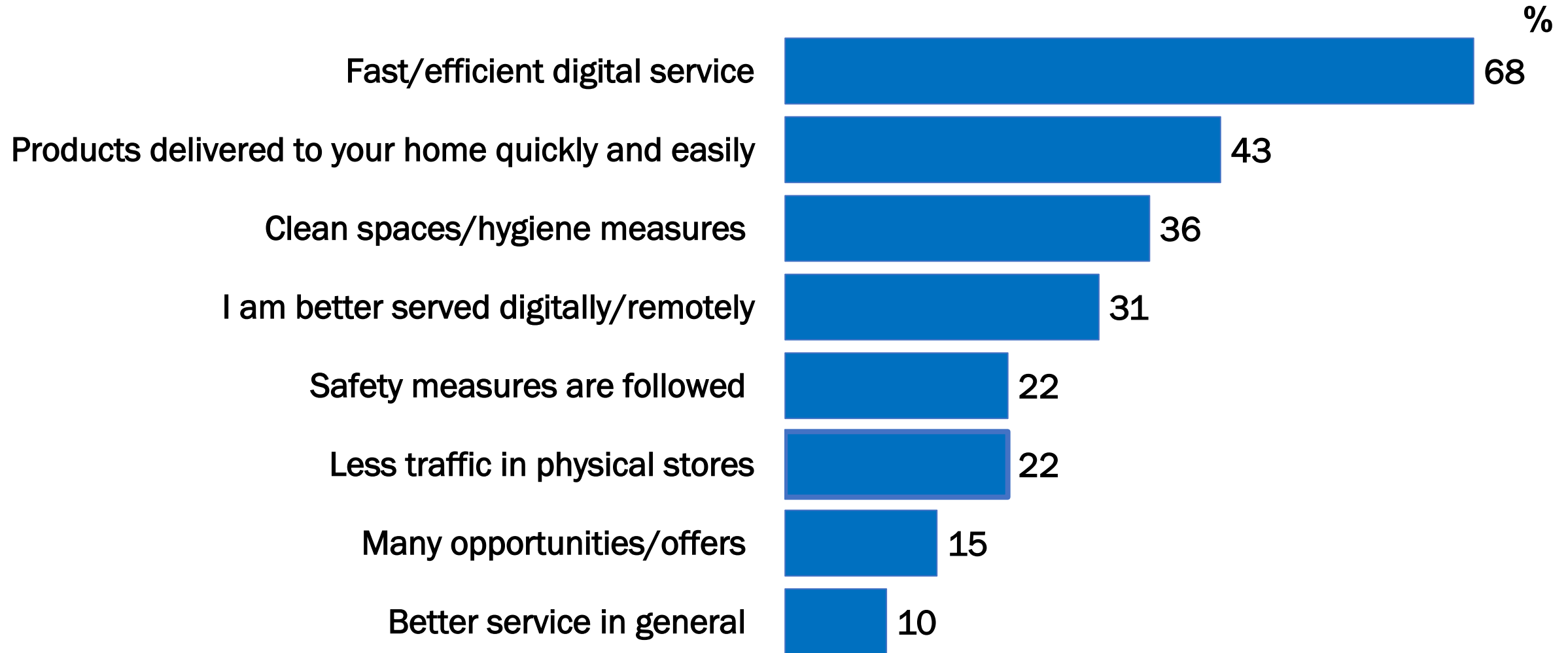
As a result, both positive and negative experiences are encountered in a wide variety of sectors



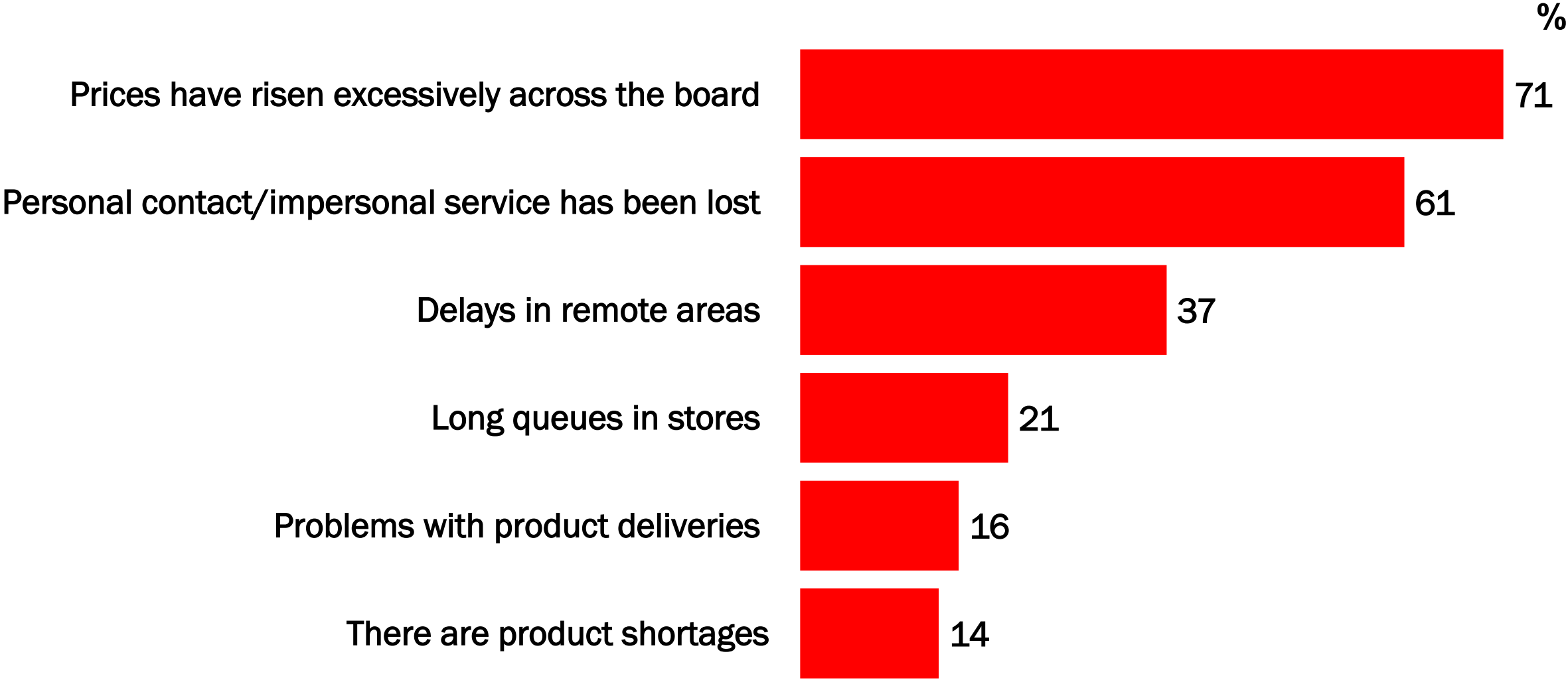
Of course, the public recognizes the evolution in customer experience offered by a wide variety of industries.



The improvement in experience comes mainly from speed, convenience, and multi-channel service capability.

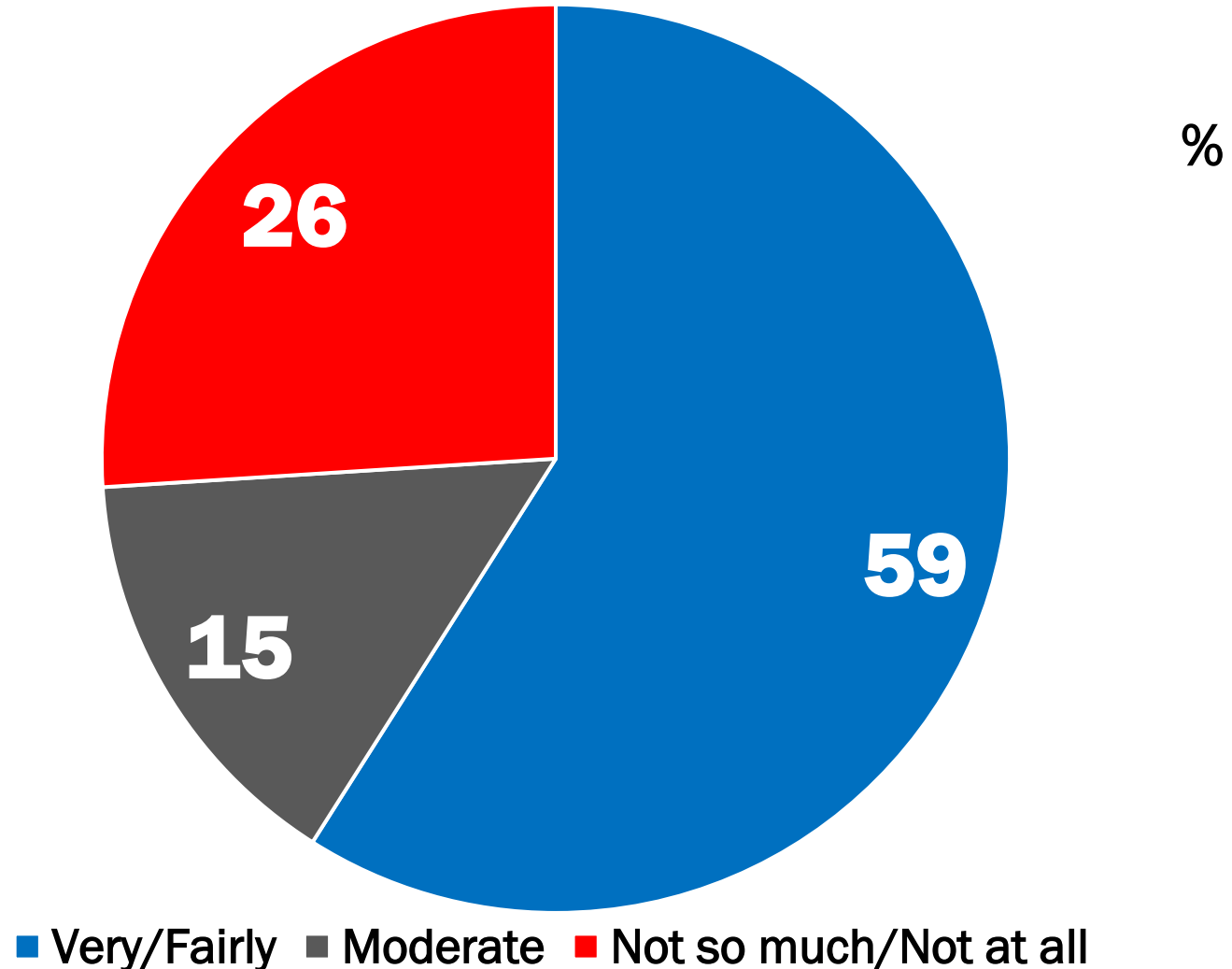


For those whose experience worsens, it is mainly due to accuracy and impersonal service.

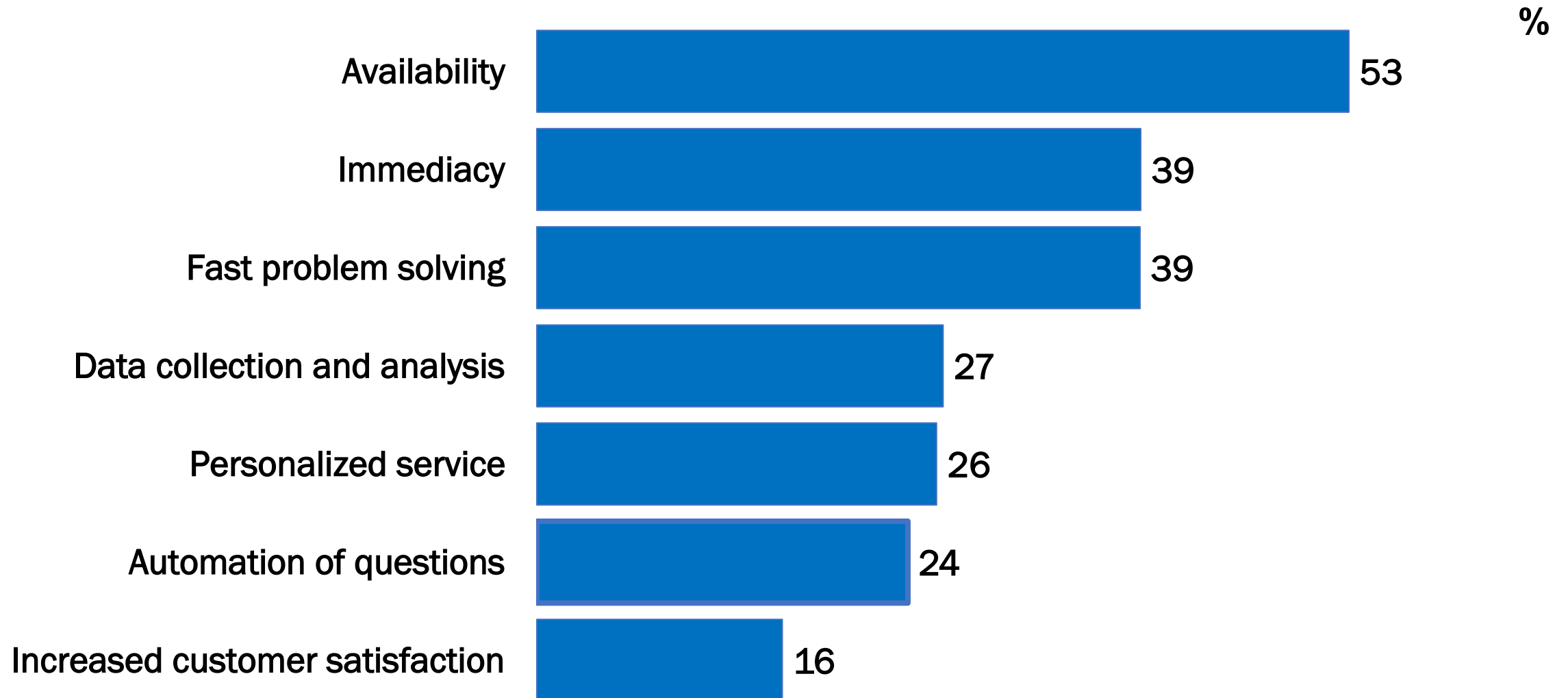


... while consumers expect AI to improve their customer experience

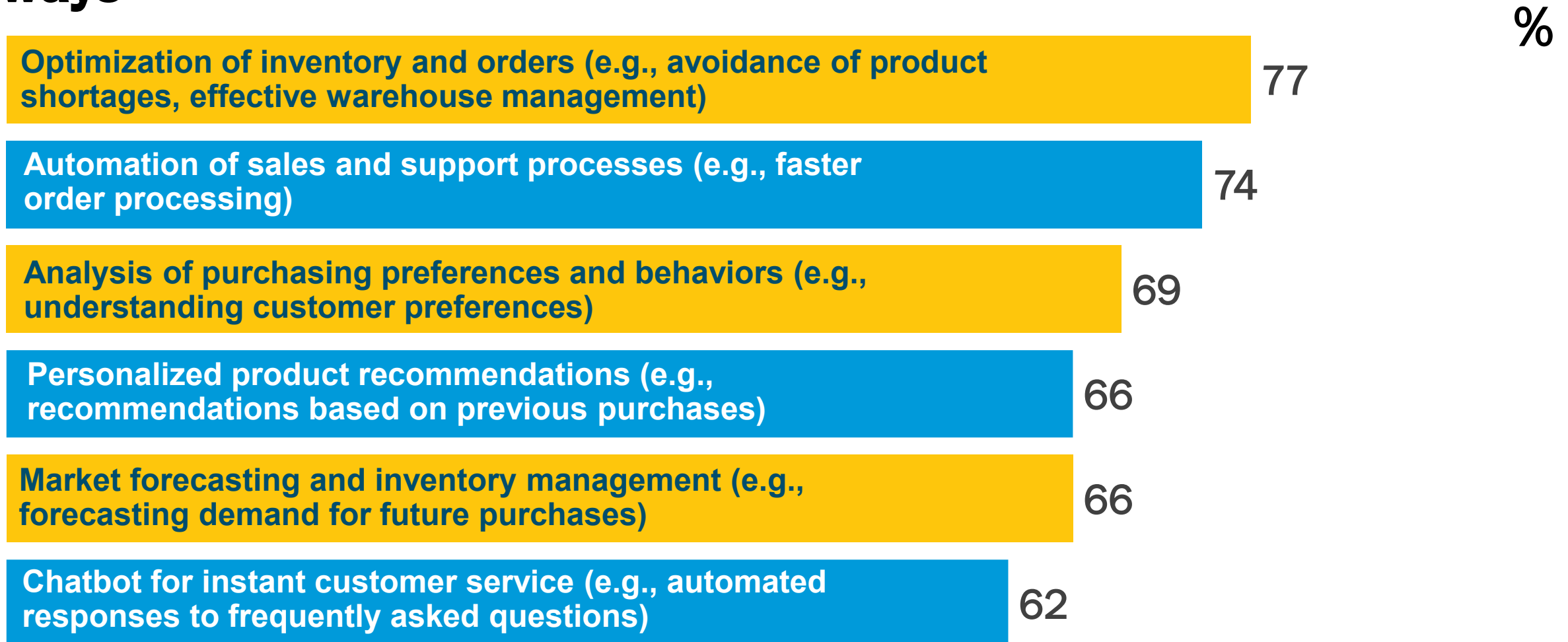
"How much do you think artificial intelligence will help improve customer service quality?"



The improvements expected from AI in CX relate to product availability and speed.



Especially in e-commerce, AI is expected to improve the operation of e-shops and the customer experience in several ways





#6. Key Learning
In conclusion, we
arrive at the **ideal**
combination of AI
and humans to
focus on WOW
CX!



Make it about them, not about you.

— *Simon Sinek* —

AZ QUOTES

The key: empathy!

7 Useful CX Tips that build WOW CX Culture

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

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