

Focus Bari CX Stories



«Wave» A : May 2023

Focus Bari CX Stories

Twice a year we record customer experiences through descriptions in their own words

WOW CX Stories 😊



OUCH CX Stories 😞



Focus Bari CX Stories

They are highlighted through Nationwide Surveys conducted every year on our own initiative since 2017 in the context of the celebration of the National Customer Service Week - HICS and from 2021 twice a year (Spring-Autumn) recording:

Authentic consumer stories as they lived them over the past six months and tell them in their own words

WOW CX Stories 😊



OUCH CX Stories 😞



Basic Research Specs

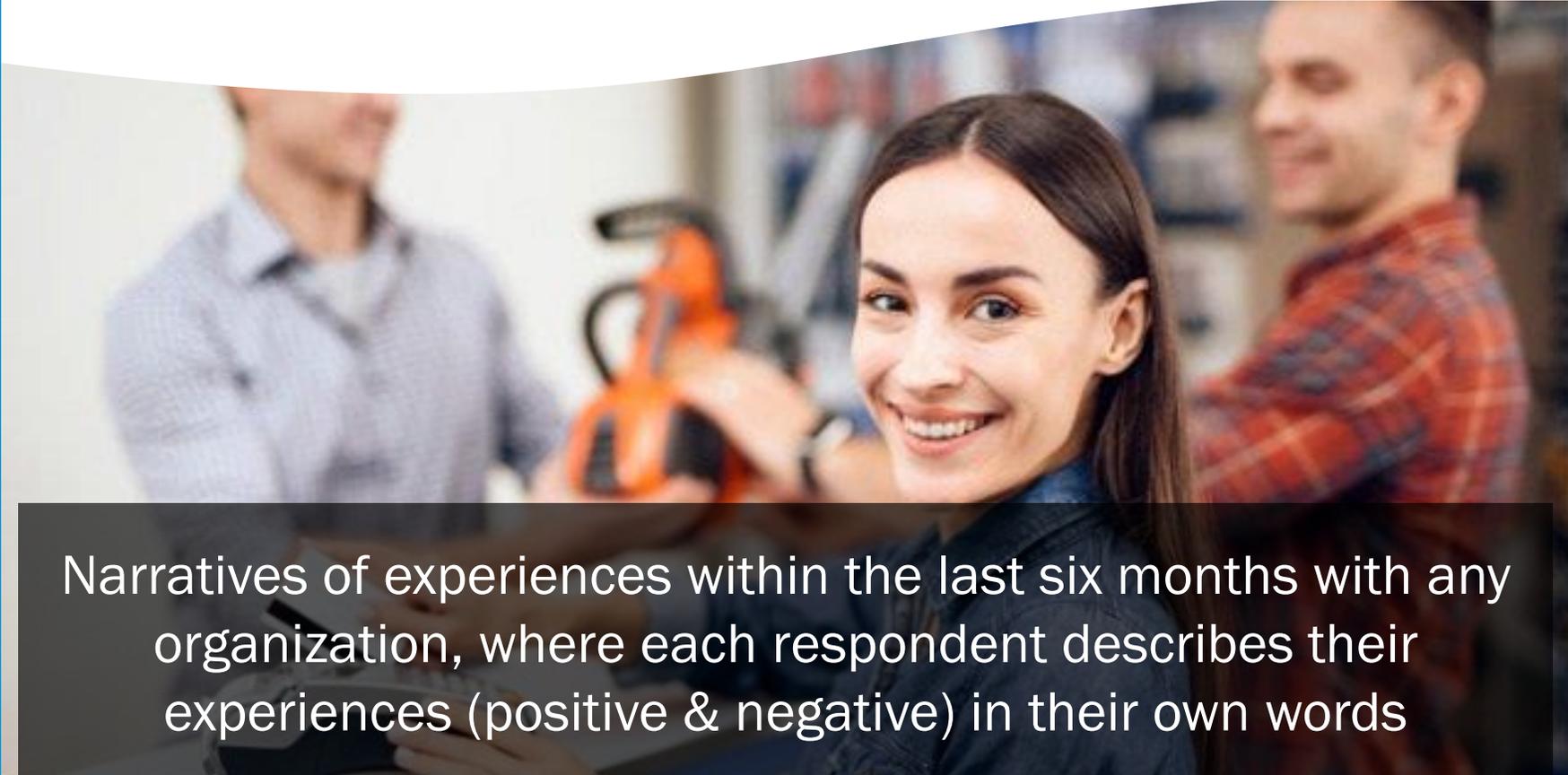
- ✓ Short online questionnaire (Satisfaction rate 8.8/10!)
- ✓ Designed by the Focus Bari team
- ✓ Population : Men and women, 18-64, Nationally
- ✓ Sample : 604 people
- ✓ Via YouGov online panel
- ✓ Fieldwork : 8-14 May 2023
- ✓ Online & IT support YouGov | Focus Bari



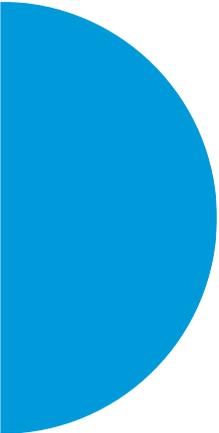
Thank you!

Superior customer experience is the most important hallmark of the corporate mission

Focus Bari CX stories...



Narratives of experiences within the last six months with any organization, where each respondent describes their experiences (positive & negative) in their own words



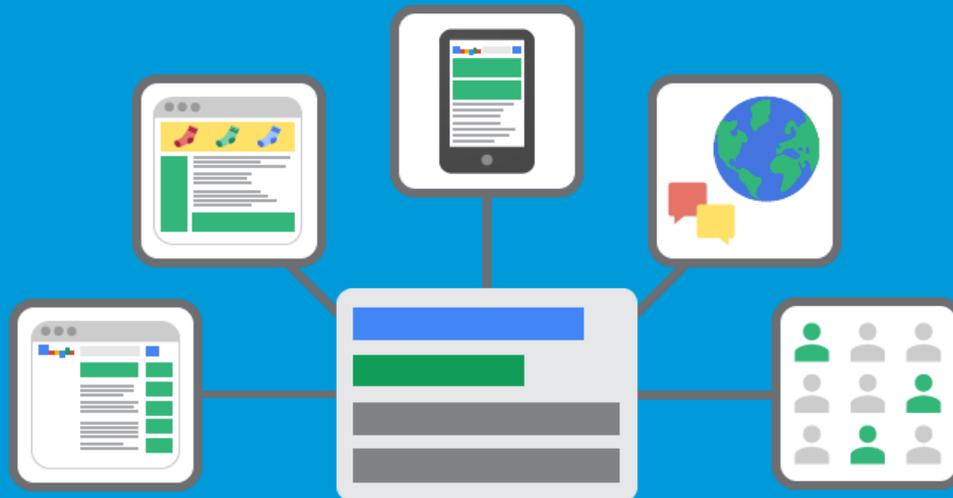
We will see

- Introduction : How does technology affect the Customer Experience?

- WOW Experiences

- OUCH Experiences

All Greeks are now online



Everyone is an Internet user! (97%)

Beginning

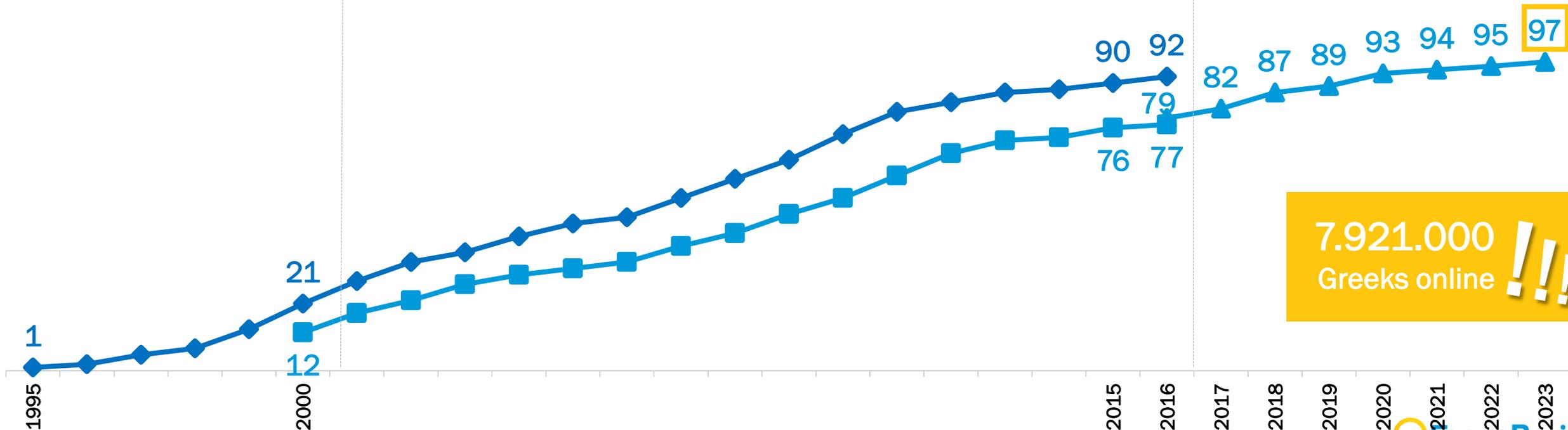
Ages 13-54, Urban 50+
3.604.000

Extension

Men - Women 13-70, Nationally (-25 χλμ.)
6.585.000

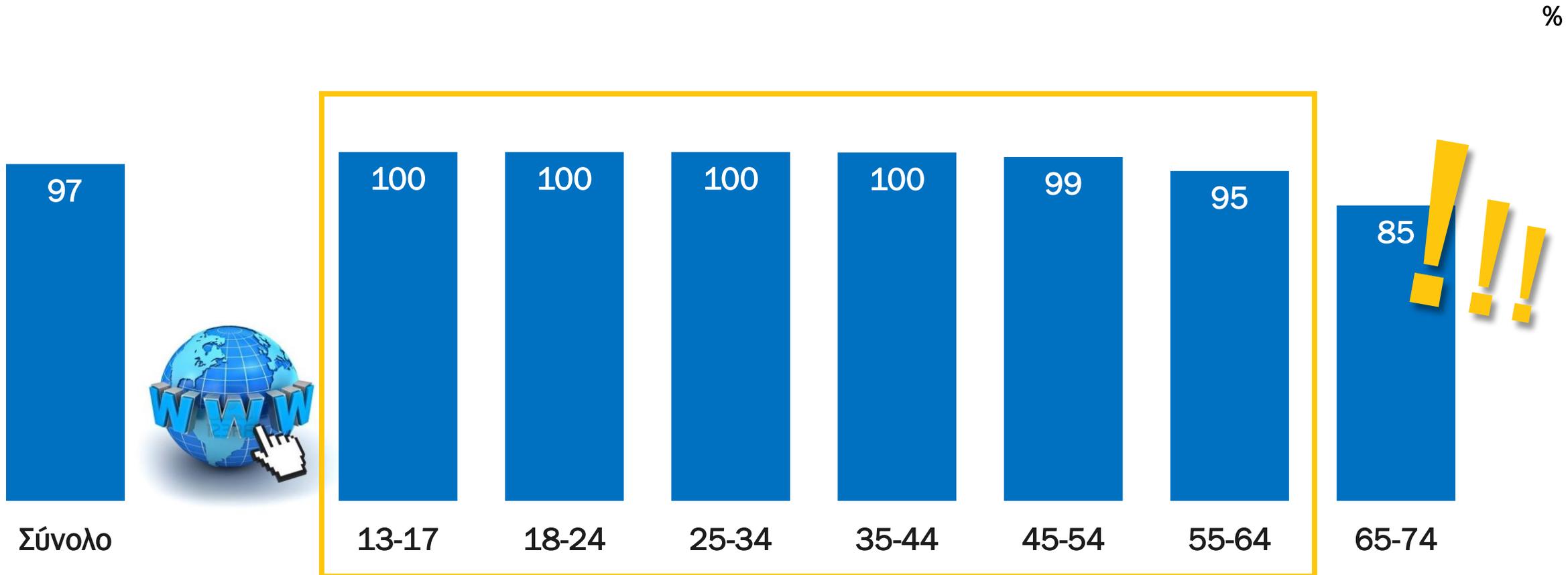
Today

Men - Women
13-74, Nationally
8.202.000



7.921.000
Greeks online !!!

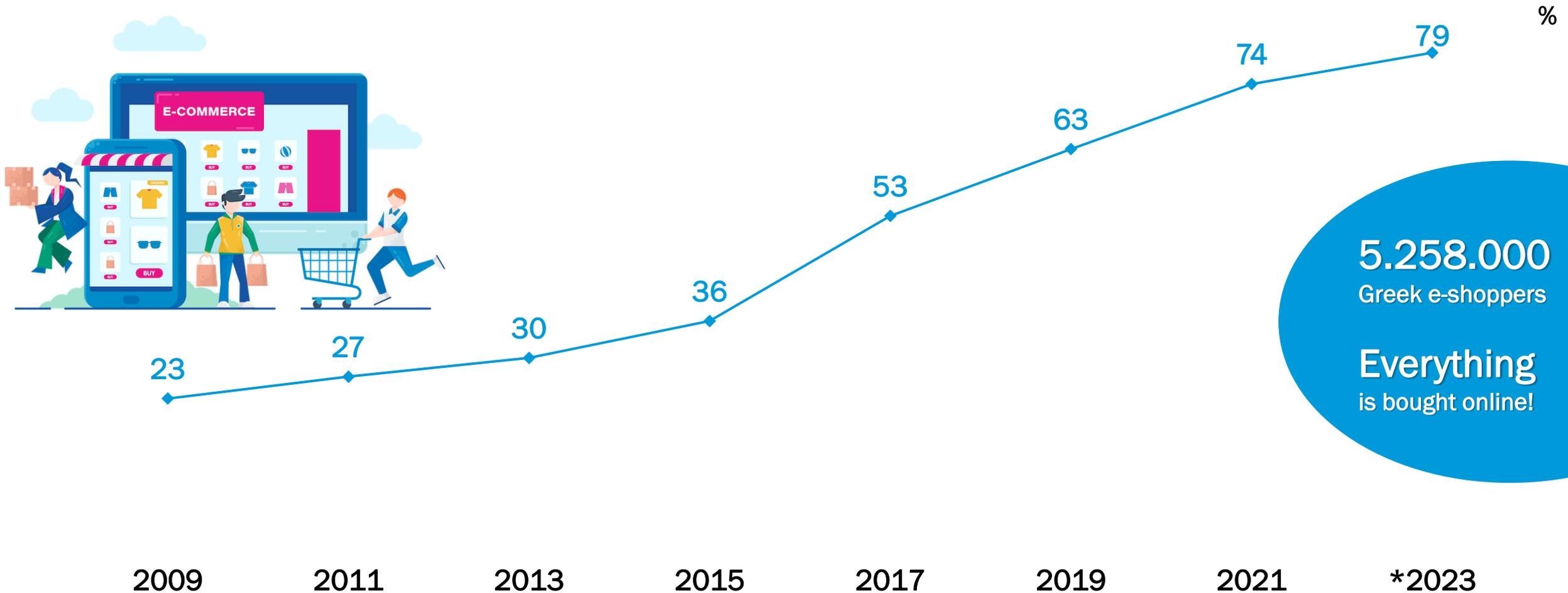
... more than 8 out of 10 aged 65+ visit the internet world!



88% of Greeks are Social Media users



And the number of Greek users who choose online shopping is constantly increasing [past. 6 months]



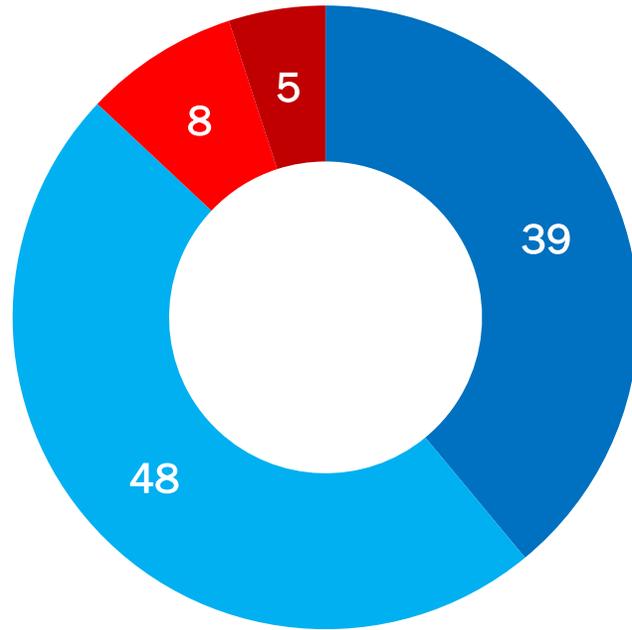
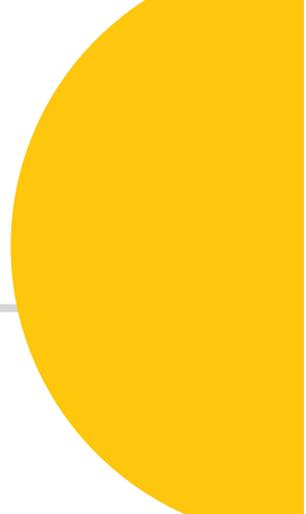
5.258.000
Greek e-shoppers

Everything
is bought online!

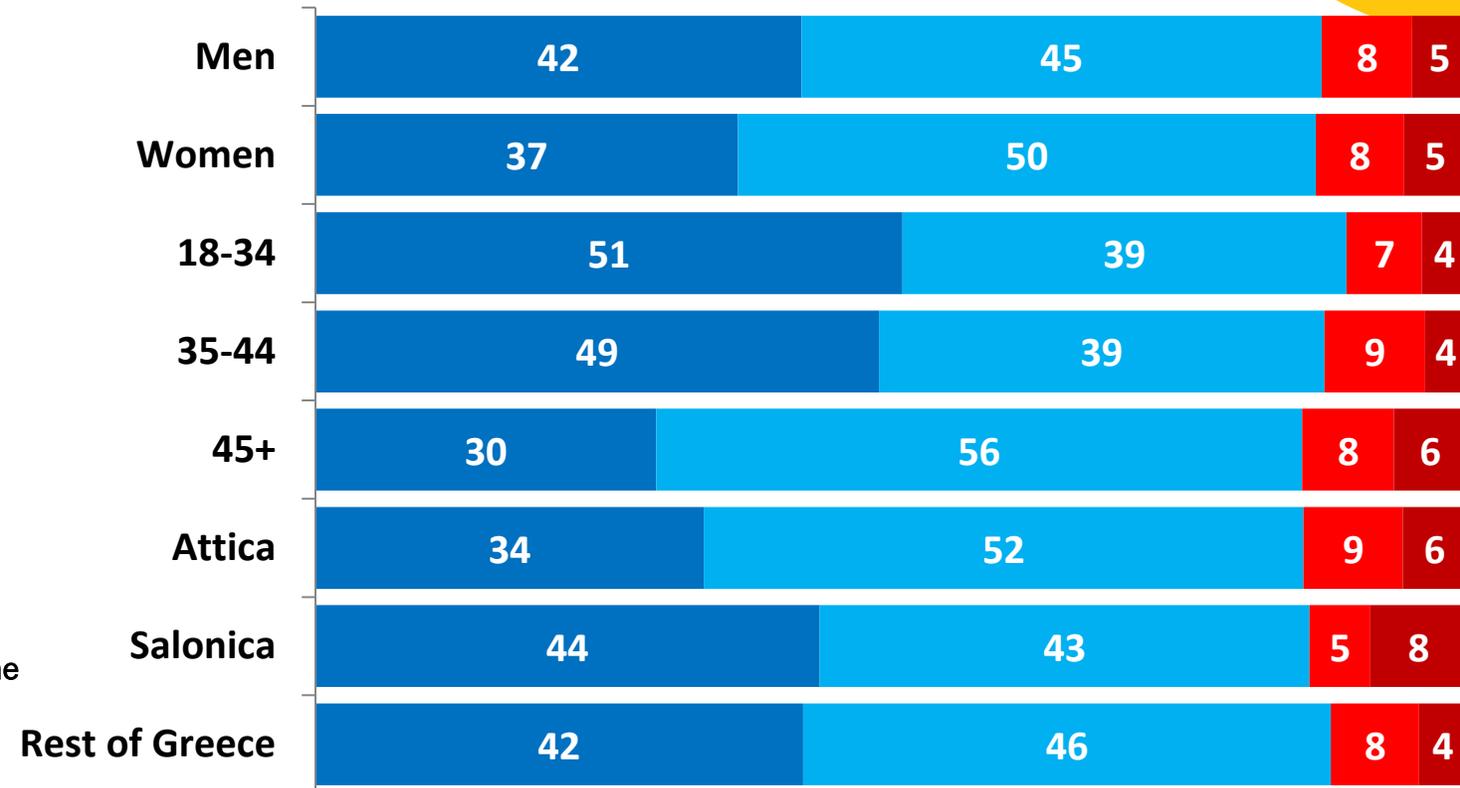
However, only 2 in 5 Greeks state that they are completely comfortable & familiar with technology, so the Customer Experience is becoming multi-faceted, multi-layered, with a need to adapt

Q. "What is your relationship with technology? Choose the phrase that best fits your situation"

%

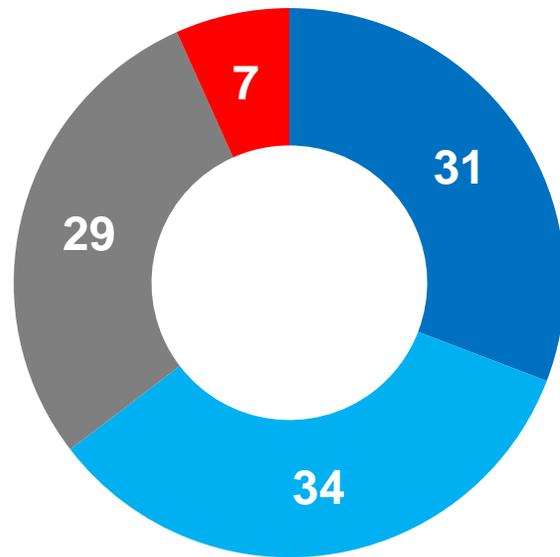


- I am completely comfortable with technology and it is very convenient for me
- I'm quite familiar, I manage whenever I have to
- I'm not that tech savvy, I need some help
- I prefer to communicate with people rather than technology

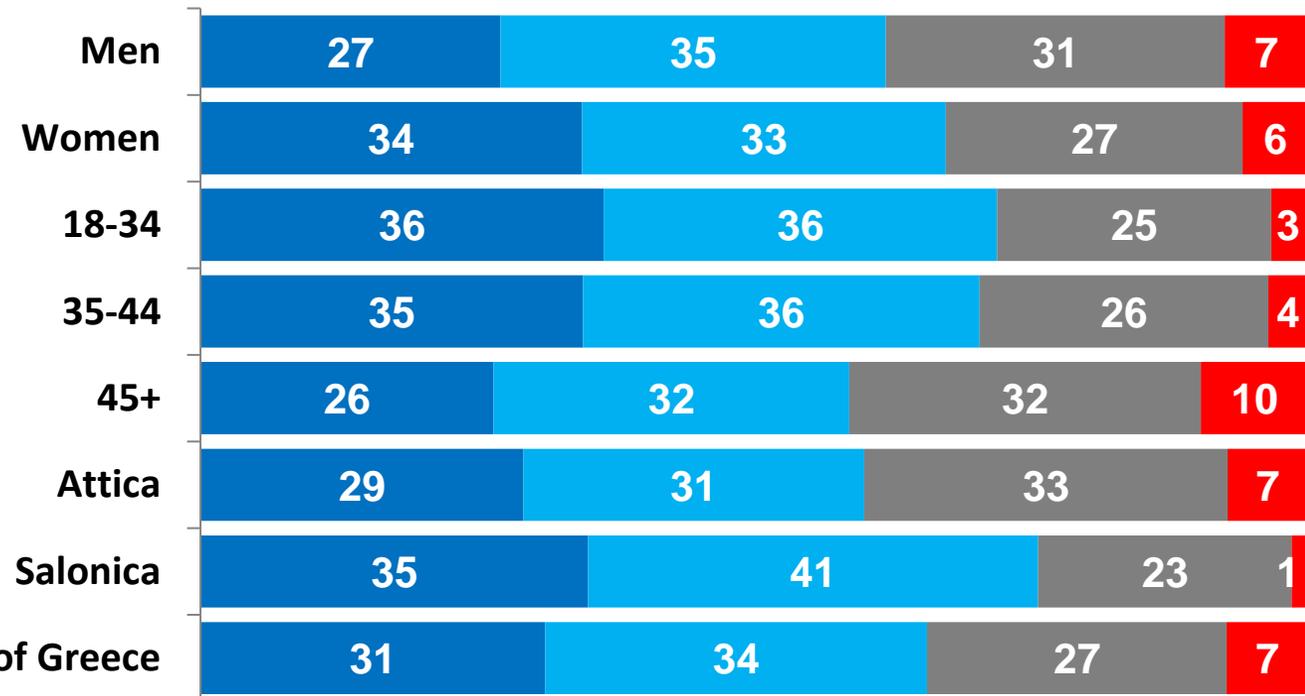


Consumers' experiences with organizations gain power through their public sharing: 2 out of 3 Greeks consult reviews and ratings before choosing a product or service : this ratio is rising year by year, especially among young people

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



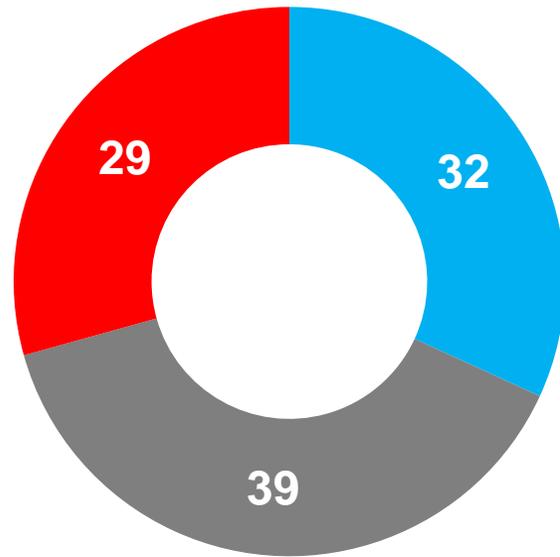
■ Always/almost always
 ■ Systematically/fairly often
■ Sometimes yes/sometimes no
 ■ Rarely/not so often/never



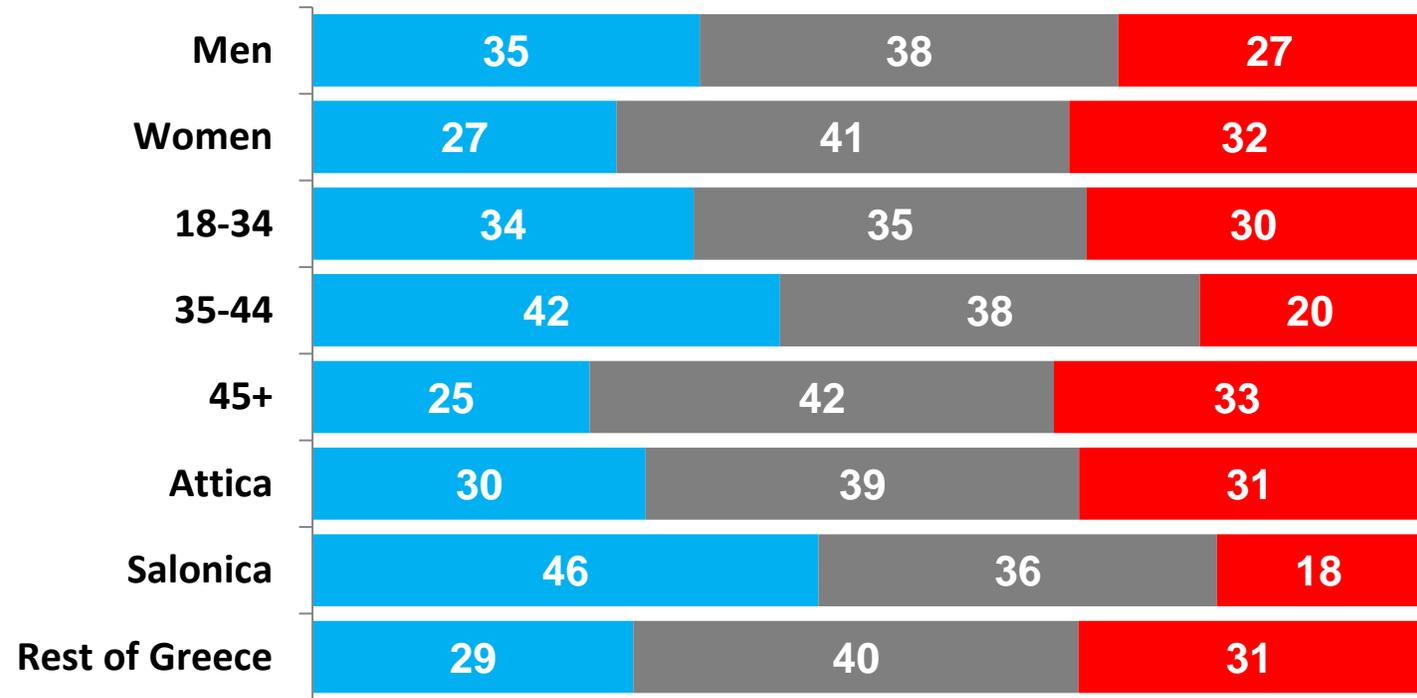
1 in 3 Greeks give an evaluation on their own initiative after an experience



%

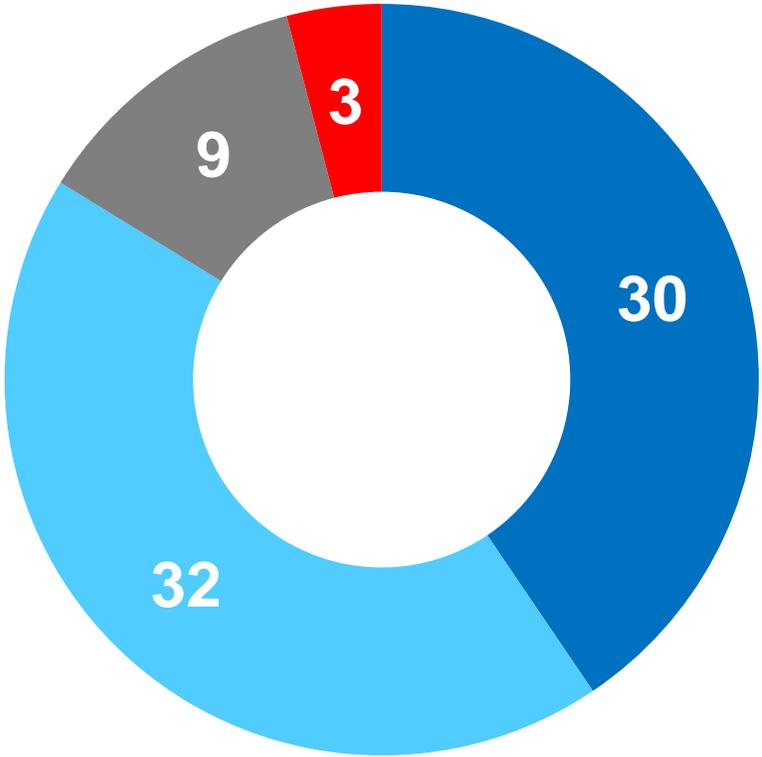


- Always/almost always/systematically
- Sometimes yes/ sometimes no
- Rarely/not so often/never

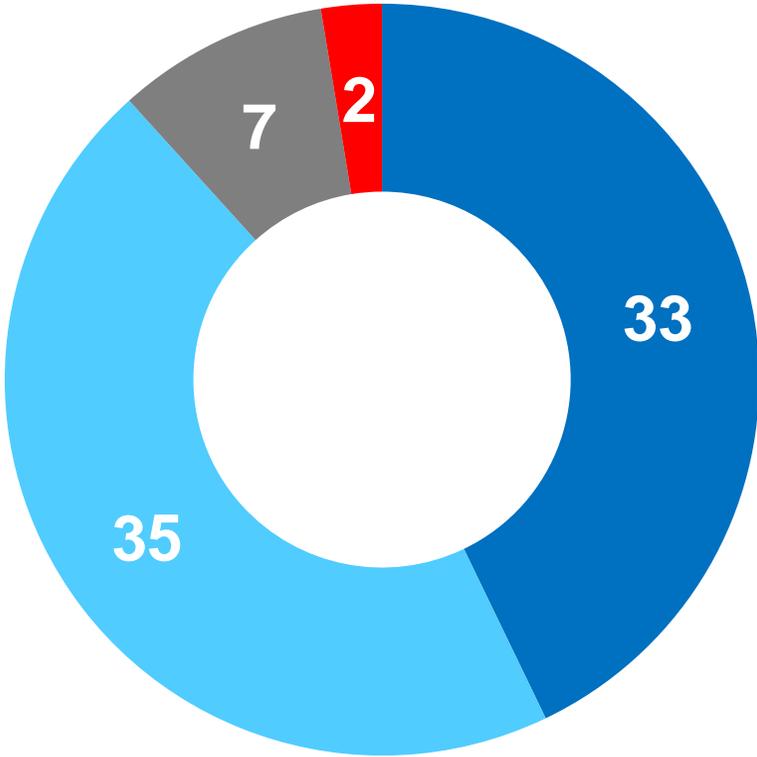


While a significant proportion discusses with those around them about an experience they had, whether it is positive or negative!

Share their experiences with their peers (positive)



Share their experiences with their peers (negative)



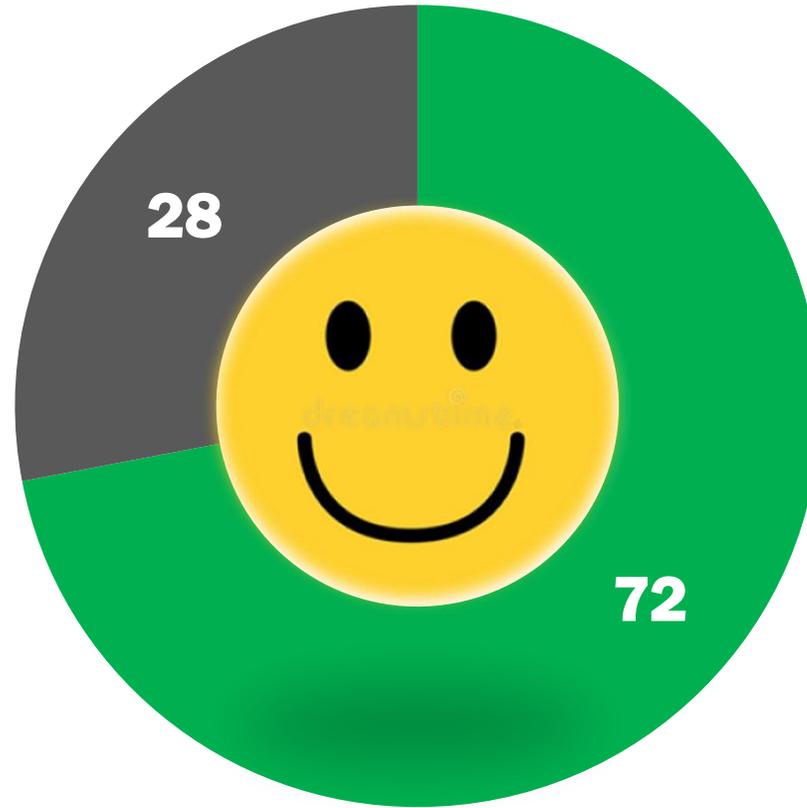
■ Always ■ Systematically ■ No so often ■ Never



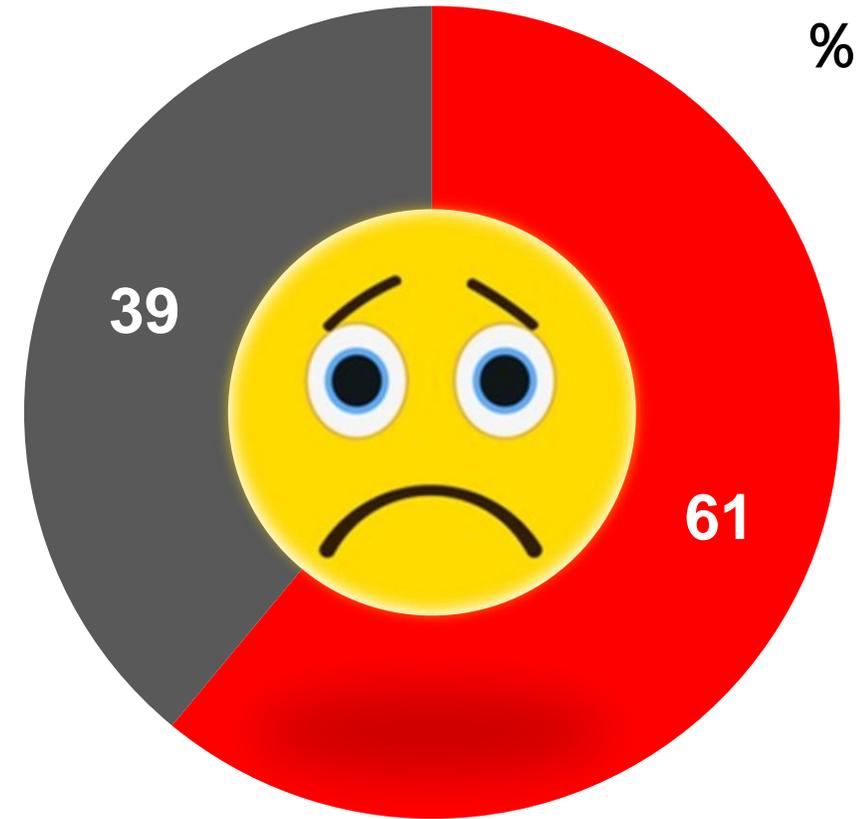
Experiences of the last semester

Moving on to the CX stories of the last semester, a large proportion of consumers experienced both “WOW” and “OUCH” experiences, with “WOW” predominating!

At least one
“WOW” experience



At least one
“OUCH” experience

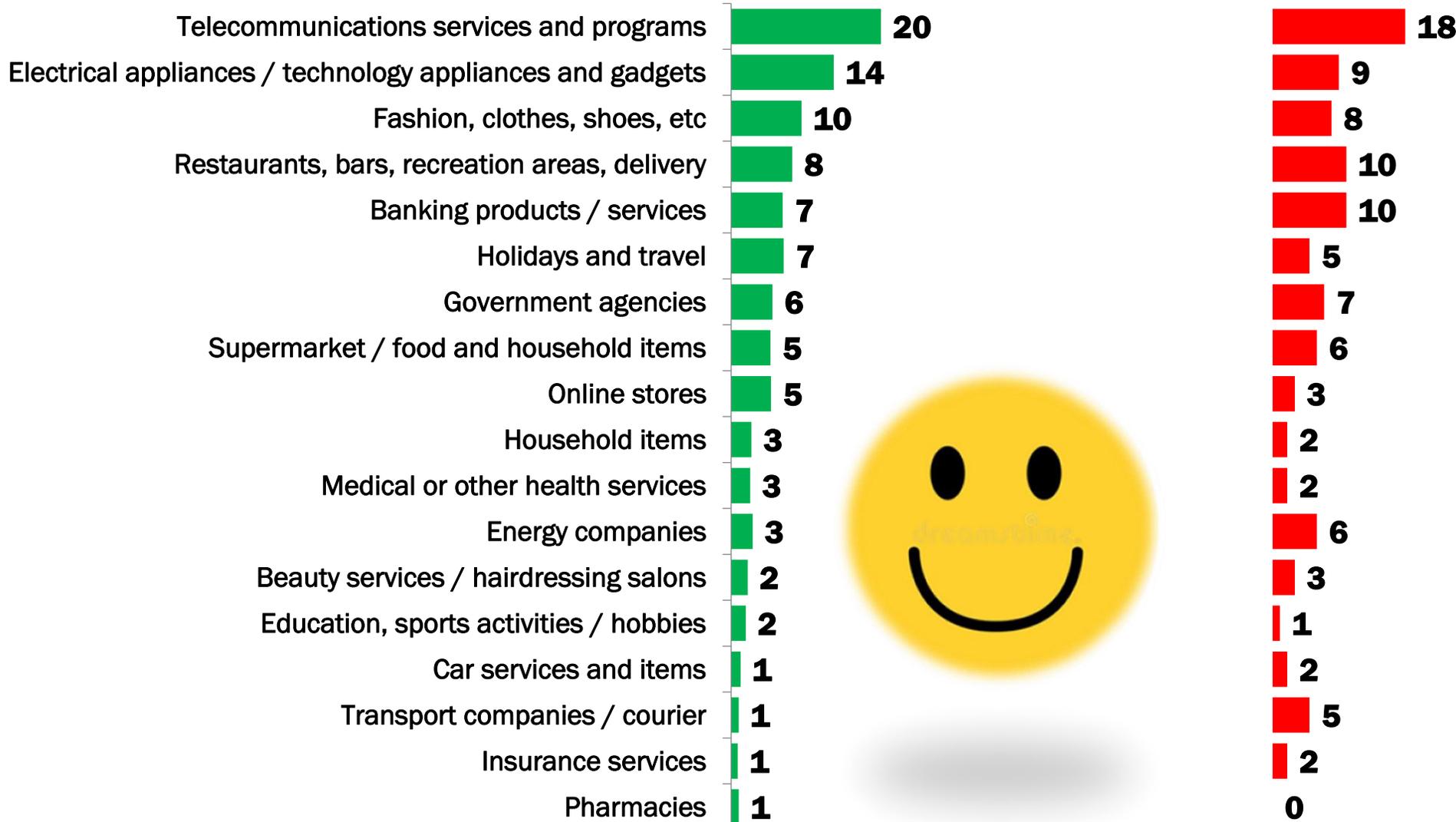


- At least one Positive/Negative
- None in the last semester

Both positive and negative experiences are experienced in a fairly wide variety of industries (percentages of total population)



%





The Positive, WOW Experiences

The positive, WOW CX Stories through consumer narratives in their own words:

"Last summer I had organized a vacation in Corfu. While looking for accommodation, I found and booked a specific one online in time.

2 days before the departure for Corfu I was notified that the owner had not confirmed the reservation and so it was cancelled. I was disappointed and was starting to look for another accommodation. I found some for twice the price...

*The next day the owner of the first accommodation called me and informed me that he did not confirm the reservation, due to a serious health problem. The accommodation was booked by someone else and therefore **offered me the stay I had chosen in another accommodation (which belonged to a higher category, with a higher price) at the same cost...**"*



The positive, WOW CX Stories through consumer narratives in their own words:

"Very good, incredibly good experience with an employee of ... (Courier Company). I sent a registered small parcel abroad and after being served perfectly - she answered all my questions, told me to track the shipment with the code of the receipt.

*I forgot the receipt at the checkout. So, I was thinking of going again. I didn't make it on the first day. On the second day, to my great surprise, I saw that **this lady had sent the receipt by express delivery.** Nothing so beautiful has ever happened to me before.*

She deserves a big thank you and well done. In Greece we are not used to such service!"



The positive, WOW CX Stories through consumer narratives in their own words:

"I was called by a representative of... (Energy Company) for an electricity offer.

*The girl was very kind she explained the charges, the hidden charges there are and how every month the price usually changes and in general it was a **very nice and calm briefing without pressure** and the dumb enthusiasm that such sellers usually have, that I will be saved by changing a provider, I will have crazy savings on electricity and that all other companies are much more expensive"*



The positive, WOW CX Stories through consumer narratives in their own words:

"A positive experience for me can simply be when the other person serving me is kind to me and patient with me if I don't understand something..."

However, something that pleasantly surprised me the last time I remember was when I forgot my wallet in a retail store with enough cash in it and the clerk followed me for almost 500 meters running to give it back to me, and she wouldn't accept even a small amount to thank her!"



The positive, WOW CX Stories through consumer narratives in their own words:

“I was in a coffee shop just that day and the waitress made me feel so good because I had spilled my coffee and another guy started yelling at me for what I did. I apologized several times and explained that all this happened unintentionally, but he was so cruel to me that I just wanted to cry.

*Then came the waitress who **was so smiling and helpful**, she apologized, and told me that she saw that everything happened unintentionally.*

A simple example just made me very happy because no matter how tired you are at work; other people are never to blame for what is happening”



Customer Experience is defined by the feeling with which the customer leaves after a contact with us at any touchpoint.

What emotions do customers experience through WOW experiences?





The Negative, OUCH Experiences

The negative, OUCH CX Stories through consumer narratives in their own words:

"With the change of mobile telephony, in which I have a contract for landline phone and internet, I was offered a network speed upgrade. When asked if the continuous internet connection will be affected, it was clear that the interruption will last a few minutes..."

After all, for a week I had no landline and for 2 weeks I had no internet... Of course, the bill did not come with a reduced fixed ...»



The negative, OUCH CX Stories through consumer narratives in their own words:

"Company.. (Energy), raised the prices whenever it wanted, simply by raising the field "adjustment clause". In questions about justification there was exemplary silence.

*They did **not honor the arrangements** and ordered the electricity to be cut off in my house, then they told me that the system did not notify them of my payment. So, they preferred to cut off my electricity rather than call me before giving the order.*

*This has happened **4 times** in our 4 years of collaboration and all in the last 8 months."*



The negative, OUCH CX Stories through consumer narratives in their own words:

"I wanted to inform the municipal services about a problem in my neighborhood regarding some makeshift constructions that some people arbitrarily placed in a common area to feed strays.

The experience was disappointing.** Balled from one address to another, no one could determine who was in charge of the matter. The online platform for registering problems is very good and user-friendly, but there was **no tangible result in the end.

*The solution was finally given after submitting the matter to the protocol of the Municipality and frequent communication attempts that **lasted over 2 months.**"*



The negative, OUCH CX Stories through consumer narratives in their own words:

"I had a negative experience from a hairdressing salon I visited recently. I had told them I was going to be a maid of honor in a wedding, and they had a girl, who was new and frustrated because they forgot to tell her she had another client, do my makeup.

*The result that she did it **very quickly and badly**. Literally while I was pale, she made my face a lot darker and when I told her, **she didn't accept it and got even angrier** and even **the rest of the staff thought I was wrong** and that this is the right tone.*

In the meantime, everyone at the wedding was telling me that my head was much darker compared to my body. Unacceptable and rude!"



The negative, OUCH CX Stories through consumer narratives in their own words:

“We came to a steakhouse completely by accident, our experience is tragic to say the least.

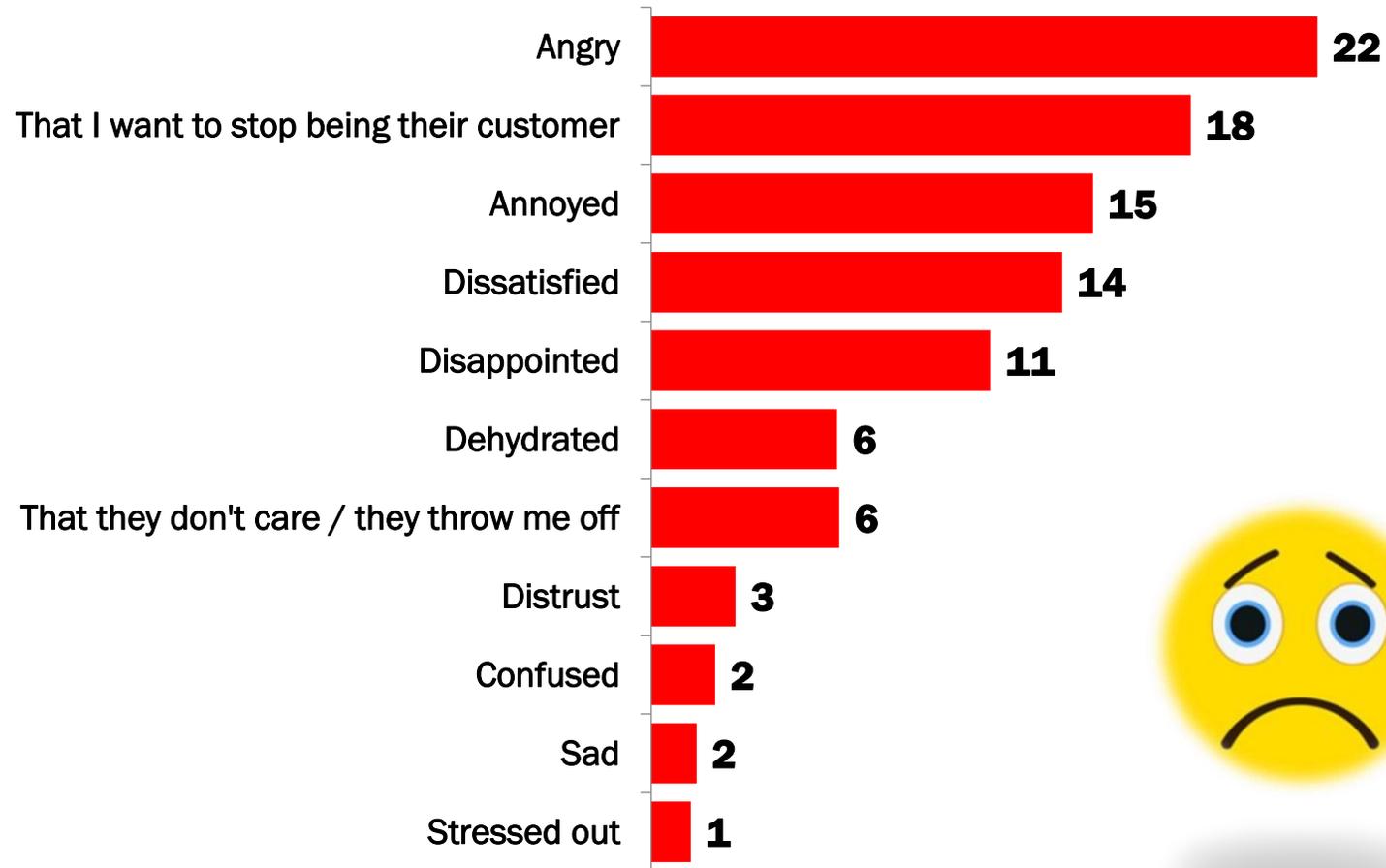
First, let's start with the fact that they lifted a customer from a large table to sit our party of 7 **without cleaning it, neither did they clean the other tables** (I cannot imagine what happens in the kitchen). We sat and waited probably more than 10 minutes without the steakhouse being busy, the waiter finally came and asked if we had decided what we wanted without first giving us a menu to see what the steakhouse offered. We asked for the menu, and he responded indifferently “oh I did not bring them to you?” and then he remembered to bring them to us. After a long time, around 15 minutes later, he came to take our order.

We waited for almost an hour to bring us the food; the fries were pre-fried, the wraps were a mess, tzatziki was more like plain yogurt, the gyro felt as if we were eating stones, it was very oily, so much so that it was dripping all over our hands and totally tasteless. The glasses were stained from washing, the bottles had oil on the outside they don't wash them, we literally had 3 napkins on our table, salt and pepper was not on the table either, we got it from a neighboring table. The waiter talked in singular and when handing us the food he was saying “take this” without telling us what it was.

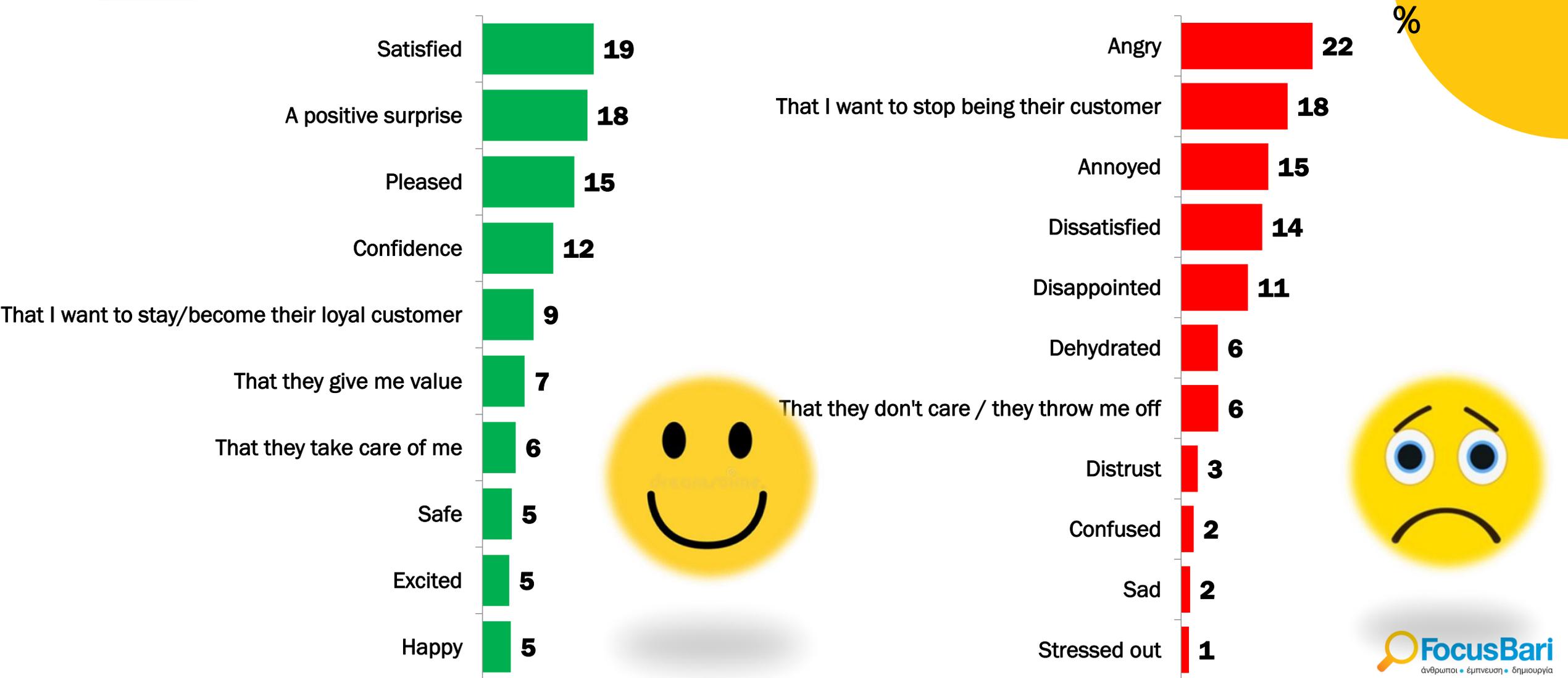
The biggest shock came when we asked for the bill. The menu stated that the wraps cost 3€ and the fries 2,90€ while the bill stated that the wraps cost 3,40€ and the fries 3,50€; when he brought us water I asked if the prices are different from those showed in the menu and he told me that **the menu is very old and prices have changed a long time ago**. When I asked him WHY he did not inform us, and he did not even apologize he said, “there is nothing I can do” and when I told him that he could have informed us he said, “yeah you are right what can I say” and left. The worst place in the area I believe.”



And what emotions do consumers experience through negative, OUCH experiences? Anger and intention to leave the organization are the most prevalent!



Important "Takeaway" the emotions from each type of experience in direct comparison: how would you feel?



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For more info ask
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