



The Invisible Layer of Customer Experience.

What location reveals before KPIs react.


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Really love your shirt, where can I get one?

I got it at a "COZY KNITS" store!

But the "COZY KNITS" I visit only sells jackets...

Two customers. Same brand.
Different reality.

You can design a flawless store.
Experience can still break
somewhere else.

What is Location Intelligence?



How does it relate to Customer Service & Experience?



CX Doesn't Live in Dashboards. It Lives in Neighbourhoods.

How location intelligence supported customer-centric decisions.

Right Store. Right Neighborhood



Bad location = friction before customer even enters.

1. Consumer missions by micro-area
2. Catchment reality vs theoretical trade area

Convenience Is Geographical



Service design must follow spatial behavior.

1. Click & Collect adoption by zone
2. Quick commerce cannibalization mapping

Where Satisfaction Lives (*and Fails*)



When NPS drops, it isn't random. Geography tells us why.

1. NPS mapped to neighborhood
2. Targeted operational interventions

When Movement Stopped, Geography Spoke



During lockdown, customers didn't choose the best store. They chose the closest accessible one.

1. Store pressure under mobility limits
2. Forecasting localized demand spikes

Experience Is Engineered.



How geography shaped the physical and digital journey.

Assortment Is Local



Relevance reduces friction. If customers don't find themselves in your store, you lose them.

1. Competition-aware SKU strategy
2. Trade zone-driven product depth

Seamless Across Distance



Digital promise must align with physical reality.

1. Buy Online Pickup In Store activation by zone
2. Returns network optimization

Complement, Don't Cannibalize



We didn't compete with our partners blindly. We mapped missions and designed roles.

1. Store vs wholesaler mission mapping
2. Assortment differentiation by proximity

Testing Experience by Territory



We didn't test features globally. We tested them geographically because behaviour isn't uniform.

1. Geo-controlled digital A/B tests
2. Assortment personalization by region

Friction Has an Address.

An experience that reveals how geography exposes operational blind spots.

Day 0 – The expectation

Card issued. “3 days delivery.”

Day 7 – The phone call

No card. “Second one is on the way.”

Day 14 – Another

“We’ve heard this before... from your street.”



**The problem wasn't the bank.
It was a street they already
knew was problematic.**

- i. Repeated delivery failures by micro-location*
- ii. No system-level flag*
- iii. Partner friction damaging brand trust*

Customer experience & service
are visible to customers long
before they become visible to
metrics.

Before KPIs react, geography
already knows.

Thank you!

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