



Hellenic Institute of
Customer
Service
(HICS)

WWW.CUSTOMERSERVICE.GR

Who We are

about HICS

- Established in 2004
- Non profit organization
- National and multinational companies
- Esteemed educational institutions.

Our Vision

- Develop and promote the quality of CS offered to the customer, citizen, consumer, both in private & public sector
- Advance CS culture in Greece.

Our aim

- Disseminate CS knowledge
- Upgrade & advance CS standards in Greece
- Reward outstanding professionals
- Adopt best international practices
- Certify personal advancement in CS

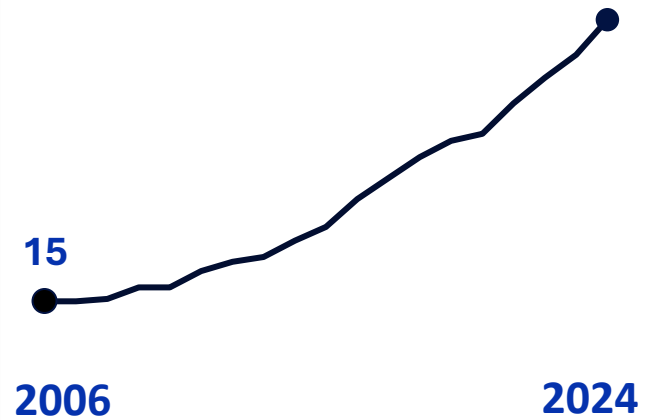
Our Footprint

136 members!



Membership Grow

7 new members each year 136



Statistics

€48B total turnover (2023)
 €408M avg turnover (2023)

> 9,3K total # of employees
 > 490 avg # of employees

Annual Report 2024 →

63 ACTIVITIES
#8.970+ PARTICIPANTS

Knowledge Sharing

30 WEBINARS/ WORKSHOPS
2.240 PARTICIPANTS

1 CS OPEN DAYS
795 PARTICIPANTS

Education / Professional Training

3 EXECUTIVE EDUCATIONAL PROGRAMS WITH ALBA
71 PARTICIPANTS

Corporate & Professional Development

5 CS DAILY CONFERENCES
470 PARTICIPANTS

1 GREEK NATIONAL CONFERENCE
226 PARTICIPANTS

1 BEST PRACTICES CONFERENCE
260+ PARTICIPANTS

Networking

6 CEOs' EVENTS
316 CEOs

6 MANAGERS' EVENT
471 EXECUTIVES

1 NEW YEAR'S PIE CUTTING
170 PARTICIPANTS

1 EVENT FOR 20 YEARS HICS
280 PARTICIPANTS

5 CONFERENCES UNDER SPECIAL AUSPICE

Recognition & Reward

1 NATIONAL CS AWARDS
570+ PARTICIPANTS

1 NATIONAL CS WEEK
109 COMPANIES & PARTICIPANTS!

1 GREEK EXCELLENCE AWARDS @LONDON
30 EXECUTIVES



Activities 2025

Best Practices in CS

Thursday, February 20, 2025 @OTEAcademy



BOUSSIAS events σε συνεργασία με 

Καλές Πρακτικές στην Εξυπηρέτηση Πελατών

**Exceeding Customer
Expectations**

Certified Training with Alba



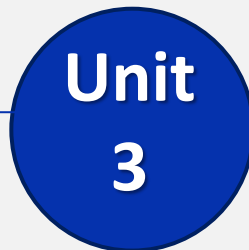
Interactive Educational Training in collaboration with **Alba Graduate Business School**.



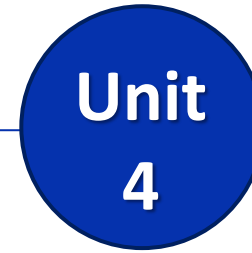
**Developing
CS Excellence**



**Managing Values &
Competencies for CS
Excellence**



**Mastering Excellence:
Leading CS Teams**



**Perspectives of Leadership: Thriving
Customer Service Leaders Program**



Advanced Program

Consumer Trends for 2025

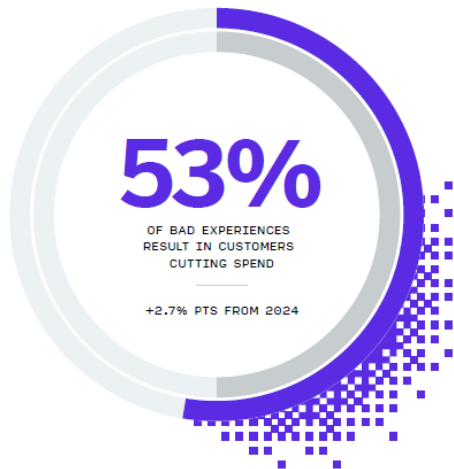
Consumer Trends Report 2025

Qualtrics



Heightened expectations fuel a decline in loyalty
BUSINESSES WILL SEE HUGE UPSIDE IMPROVING THE EXPERIENCE IN 2025

■ 2025 CONSUMERS WILL WALK AFTER A BAD EXPERIENCE
■ 2024



Consumers are clear –go back to basics
CLEARLY COMMUNICATE, SET EXPECTATIONS, AND DELIVER IF YOU WANT TO BUILD TRUST

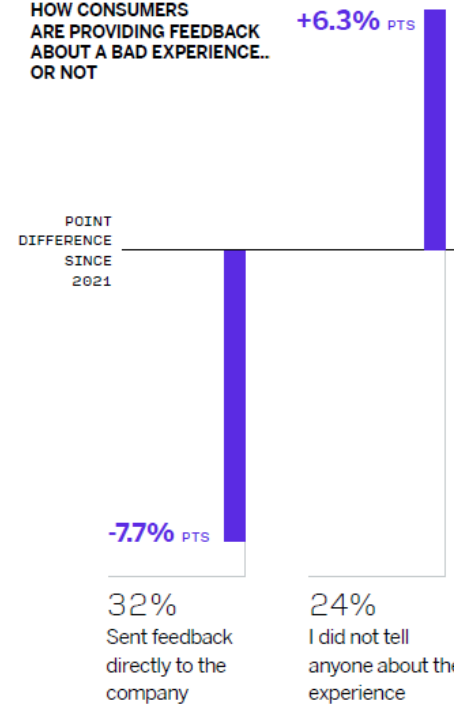
THE #1 PRIORITY FOR CONSUMERS

61%

of consumers prioritize trust in the information provided when interacting with companies

Feedback falls to a new low
VoC PROGRAMS MUST EVOLVE TO PROVIDE THE MOST VALUE FOR BUSINESSES

HOW CONSUMERS ARE PROVIDING FEEDBACK ABOUT A BAD EXPERIENCE.. OR NOT



AI hype gives way to skepticism
COMFORT WILL INCREASE BY HIGHLIGHTING HOW AI HELPS

CONSUMER COMFORT AROUND USING AI HAS DROPPED

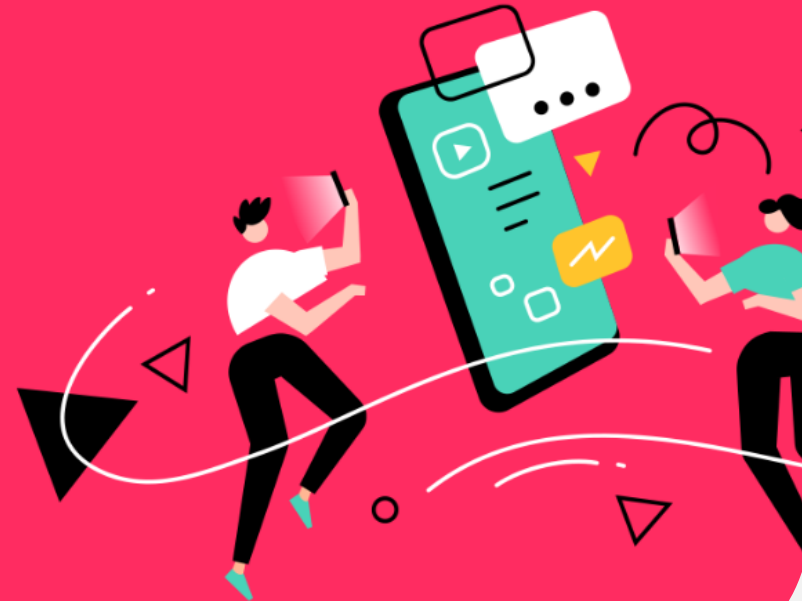


CX Summit

BOUSSIAS
events presents

CX Summit

Thursday, January 30, 2025
@OTEAcademy





Thank You!



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