

COMMUNITY MANAGEMENT & DIGITAL CUSTOMER EXPERIENCE

Yannis Lekkas

Marketing Manager

FROM CX
TO LASTING **RELATIONSHIPS**

EMPOWERING WOMEN SINCE 2000

A C C
FASHION
E S S | 25
Years

WHOLESALE

EXPORTS •
50 COUNTRIES

GROWING
RETAIL

E-SHOP

- Leading premium Greek & European womenswear brand — step-by-step success since 2000
- 50 countries | 800 points of sale
- 9 stores (Athens, Thessaloniki & Patras)
- Strong digital presence & growing retail/e-shop
- Brand DNA: Modern, Premium, Sustainable, Made in Greece
- Success secret: Long-lasting creations, long-lasting **relationships.**



/About

© 2025 ACCESS Fashion. All rights reserved.

CUSTOMERS ARE OMNI. RELATIONSHIPS MUST BE, TOO

THE HYPERCONNECTED CUSTOMER

For today's customer, channels and moments blend: predictions, recommendations, store experiences, delivery options, and contact center interactions are simply choices within one relationship.



NEED FOR UP-TO-DATE CX

From demand to delivery, customers move across channels as one journey—our job is to accelerate choice with real-time, needs-based personalization.

GUIDE THE JOURNEY

ACC
FASHION
ESS | 25
Years

Each Experience is Earned Every Choice Must be Guided

Journeys = the fluid moments
before, during, and after purchase
that shape the relationship.

EVERY JOURNEY, A NEW OPPORTUNITY



McKinsey, HBR, Deloitte Digital



35%

Journeys predict satisfaction better than touchpoints

4–5×

A bad experience hurts more than a good one helps

3.6× buy-more

High-quality Omnichannel CX → Buy-More Likelihood ↑

COMMUNITY MANAGER

*THE BRAND'S
VOICE & EARS
TO THE COMMUNITY*

Community management is how a brand builds, nurtures, and protects relationships with the people around it—customers, fans, partners, and critics—across channels. It turns scattered interactions into a healthy, value-creating community.

What it does:

- **Manage conversations** (comments/DMs, escalations)
- **Listen & monitor** (mentions, reviews, UGC)
- **Safety & moderation** (toxicity, misinformation)
- **Activate community** (UGC briefs, challenges, ambassadors)
- **Guard brand voice;** run an insight loop to Product/Commercial/CX
- **Playbooks**
- **Metrics** (sentiments, engagement, contact rate, UGC & advocacy,safety).

COMMUNITY, SOCIAL, SERVICE

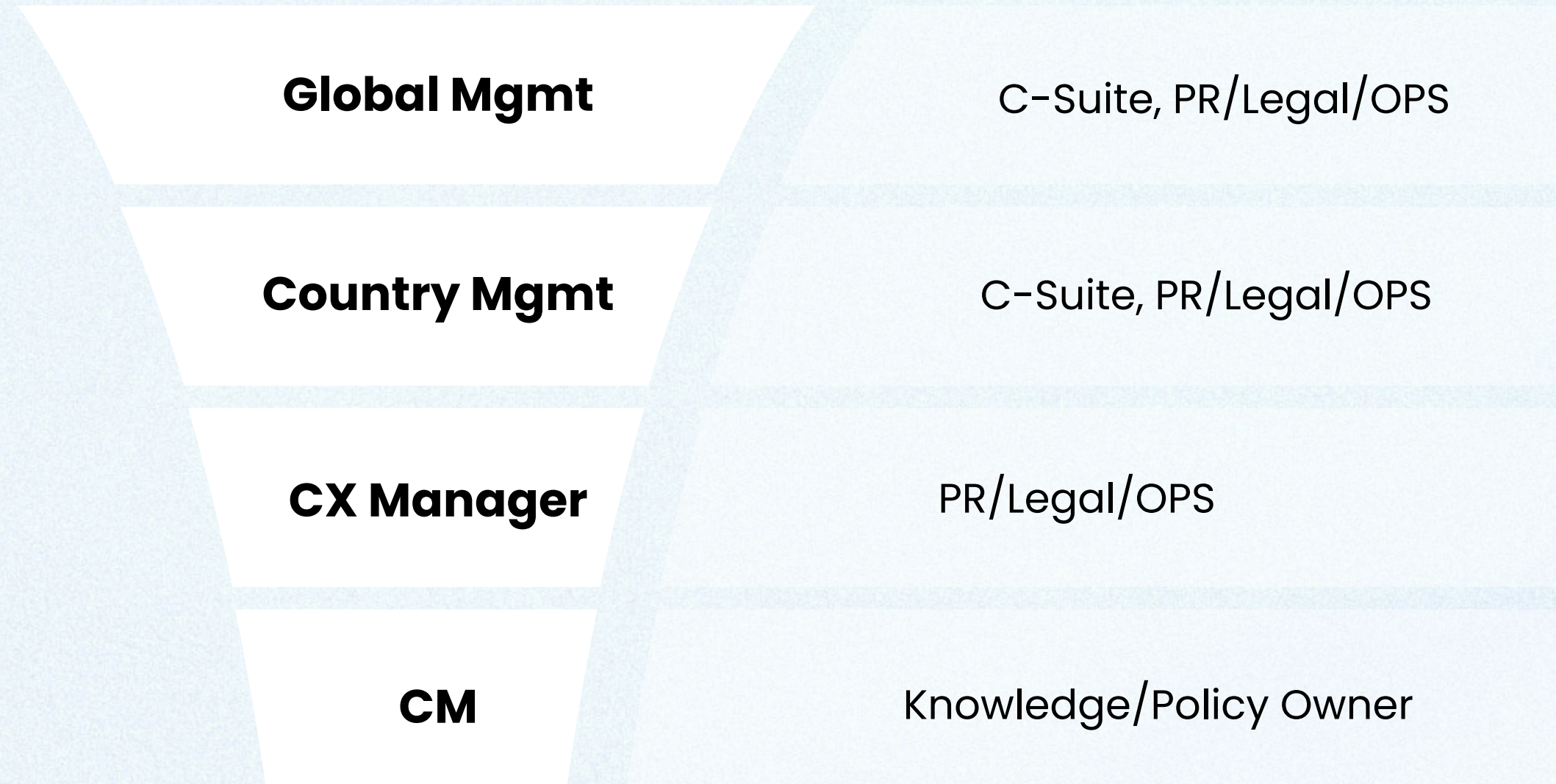
Role	Social Media Manager	Community Manager	Customer Service Specialist
Main Goal	Reach	Relationship, Trust	Resolution
Main Responsibilities	grow audience, content performance, campaigns	build trust, rituals, UGC, advocacy	solve issues fast & well
“Not This”	Not community moderator, not complaint resolver	Not ads buyer, not full content studio	Not complaint resolver Not campaign owner, not community builder

COMPLAINT MANAGEMENT PLAYBOOK

born unique
destined to be

COMPLAINT MANAGEMENT

4 Levels Escalation by the (Play)Book



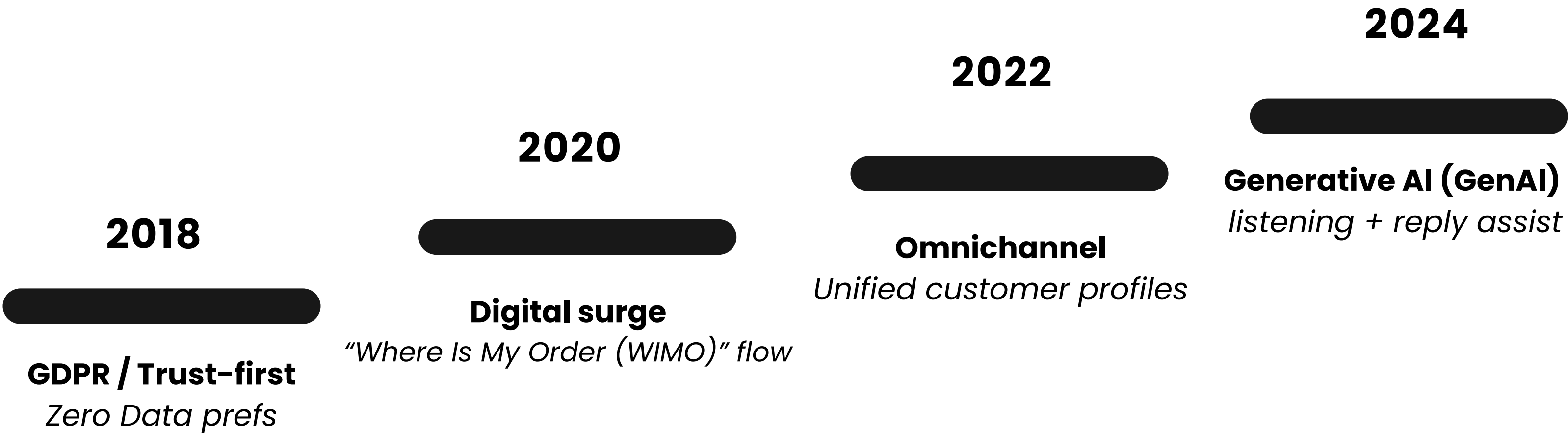
COMPLAINT MANAGEMENT

Date	Social Media	Store	Username	User Message	Rating	Sentiment	Our Response	Reviewed by
4/8/202...	GMB	PTR	σωτήρης αγγελόπουλος	Τέλειο κατάστημα! Και οι κοπέλες η μία καλύτερη από την άλλη! Ευγενικές και εξυπηρετικές!	★★★★★	Positive	Αγαπητέ κύριε Αγγελόπουλε, Σας ευχαριστούμε πολύ. Χαιρόμαστε που απολαύσατε την εμπειρία σας μαζί μας και θα χαρούμε να σας ξαναδούμε σύντομα. Με εκτίμηση, Η ομάδα της ACCESS Fashion	CM



COMMUNITY MANAGEMENT & DIGITAL CX

Milestones



Q&A



THANK YOU!

Yannis Lekkas
Marketing Manager

g.lekkas@accessfashion.gr

LINKEDIN: YANNIS LEKKAS