

## CUSTOMER EXPERIENCE - MOMENTS OF MAGIC !

A presentation designed to inspire audiences at all levels of an organisation, discover how they can contribute more to improving the Customer Experience.

*"In a world where competition is fierce and many businesses offer similar products and services, Customer Experience is the key to competitive differentiation"*

It is a well-known fact that the most successful businesses in the world are focusing on driving a better experience to increase sales, decrease churn and improve customer loyalty.

The million dollar question is; what are they doing, how are they doing it and how can we implement some of their success strategies into our businesses to do the same.

During her presentation entitled 'Customer Experience - Moments of Magic' Lynn shares valuable stories, shows dynamic video footage and delves into successful cx campaigns to illustrate how companies like Amazon.com, Disney, BMW and others are using experience to get the attention and increase the loyalty of todays tech savvy and sophisticated customers.

Customer Experience is the hottest topic around, but understanding what it is, where to start and how to capitalise on the opportunities CX presents, can be confusing and daunting. During this presentation, Lynn cuts to the crux of customer experience and shares valuable hints and tips on what is acknowledged to be key in differentiating your business in the future.

- ▶ What is Customer Experience?
- ▶ What are the current trends in Customer Experience?
- ▶ How are the best businesses in the world using CX to drive sales?
- ▶ Understanding the needs of todays customer
- ▶ Capitalising on the Customer Buying Cycle to increase sales
- ▶ Balancing technology & humanization - Employee engagement

If you're looking to inspire your employees to reconsider how they are contributing to an exceptional customer experience, then book this presentation for your next conference, sales meeting or corporate event.

# TESTIMONIALS

“A total winner. Such an inspiration. It was short, sweet, simple, yet FREAKING DYNAMIC!”

“Loved Lynn’s talk, customer experience is the only way to go for the future!”

“What an inspiration!!!”

“Great, inspiring talk to end off the week, which provided some insights on how to implement what was discussed at the start of the week.”

“The talk was both inspirational and motivational and opened up better avenues to achieving ultimate consumer satisfaction”

## **PFIZER SALES CONFERENCE - 2017**

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“Nedbank Insurance recently invited Lynn to address the top Management team at a strategy session. The brief was very extensive; we wanted as much insight as possible into the world of Customer Experience and we needed to understand who is getting it right both internationally and locally, across multiple industries. We were particularly interested to know what insurance companies are doing in response to ever-changing consumer needs and what we could do to become world class providers of Customer Experience.

Lynn grabbed the opportunity and clearly landed the CX message we needed to hear. We were very grateful for the research she had done into our industry and the insights shared. Lynn’s presentation was on point and culminated in much debate and food for thought for the duration of our strategy session”.

### **CLAIRE ANDERSEN**

Marketing Manager: Brand and Events | Nedbank Insurance | Nedbank Group

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Lynn, the feedback from your ‘Customer Experience – The Key to Competitive Differentiation’ presentation at the XL Travel Conference recently has been incredible and there are very many management delegates still waxing lyrical about your session.

Not many Speakers in this world, if any, can say they were interrupted by a high profile figure like Pravin Gordhan and still came back to get gushing compliments regarding their address.

### **NIGEL KING**

Strategic Development Manager – XL Travel Head Office      October 2017

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Lynn Baker was the keynote speaker at Nedbank’s annual celebration of International Customer Service Day (04 October 2017), as well as one of Nedbank’s Quarterly Client Experience Round Table sessions (August 2017). Lynn’s presentations hugely contributed in making both these events impactful and memorable. Both from a content and from a professional speaker perspective. She succeeded in capturing the attention of the audience’s through the globally representative stories and examples. Lynn also challenged the business to rise to the challenge of taking Client Experience up a few notches in order to improve on the already remarkable work that it has embarked on, by delivering consistent Delightful Client Experiences and using Client Experience as a differentiator amongst avid competitors.

### **AMELIA BOTHA**

Head: Client Experience Management Retail Nedbank Limited

PROFESSIONAL SPEAKER  
CUSTOMER EXPERIENCE TRENDS  
EXECUTIVE SPEAKER COACH

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