



LYNN BAKER

CUSTOMER EXPERIENCE SPECIALIST (CXS) (CX UNIVERSITY)

- CUSTOMER EXPERIENCE STRATEGY DESIGN
- CUSTOMER JOURNEY MAPPING FACILITATOR
- CUSTOMER JOURNEY GAME DESIGNER
- PROFESSIONAL SPEAKER ON CX
- BOARD MEMBER - CUSTOMER EXPERIENCE SOUTH AFRICA

Lynn Baker is a Certified Customer Experience Specialist (CXS) from (CX University) as well as an Accredited Customer Experience Practitioner ACXP (BRG Group). As a recognised international speaker on Customer Experience, she was invited to be a Judge at the inaugural Customer Experience Awards in Amsterdam in 2018, as well as the Gulf Customer Experience Awards 2019.

In 2018, Lynn was recognised as one of the top 50 Women Customer Experience Officers in the world and in Feb 2020, she was recognised as one of the Top 12 Women Entrepreneurs in South Africa.

Lynn is also a Board Member of the recently formed 'Customer Experience Professionals Association of South Africa.

Lynn is the Managing Director of The Customer Experience Company (South Africa) a consultancy that advises, trains and facilitates Customer Experience Strategic Design, customer journey mapping and a series of interactive Customer Boards Games that drive employee engagement in the pursuit of a customer-centric culture.


As a true believer that exceptional Customer Experience cannot be delivered without the support of committed employees, Lynn designed the highly successful business board game series, The CX Leadership Game, 'The Customer Journey Game and The Customer Service Game. The games are designed around the 5 key stages of a customer journey and is interactive, immersive and fun. During the game, employees are encouraged to consider the many touch points where a customer engages with their business and how they could improve the customer journey in the future.

For more information on Lynn Baker and the Customer Experience Company offerings and the Customer Journey Game please visit:- www.cx-company.com

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SKILLS SUMMARY

- Customer Experience Strategy
- Customer Journey Mapping
- Customer Experience Speaker
- Customer Journey Game Designer
- Executive Presence Consultant
- Certified Public Speaking Coach

AWARDS RECEIVED

 CUSTOMER EXPERIENCE INTERNATIONAL AWARDS JUDGE - AMSTERDAM + DUBAI

 TOP 50 CXO'x IN THE WORLD 2019

 TOP 50 WOMEN ENTREPRENEURS SOUTH AFRICA 2020