



LYNN BAKER

THE
CUSTOMER
EXPERIENCE
COMPANY

CUSTOMER EXPERIENCE SPECIALIST (CXS) (CX UNIVERSITY)

- CUSTOMER EXPERIENCE STRATEGY DESIGN
- CUSTOMER JOURNEY MAPPING FACILITATOR
- TRAINED AT THE DISNEY INSTITUTE IN FLORIDA & CALIFORNIA
- CUSTOMER EXPERIENCE TRAINING BOARD GAME DESIGNER
- PROFESSIONAL SPEAKER ON CUSTOMER EXPERIENCE
- BOARD MEMBER - CUSTOMER EXPERIENCE SOUTH AFRICA
- JUDGE - CUSTOMER EXPERIENCE INTERNATIONAL AWARDS
2018 / 2019 / 2020

Lynn Baker is a Certified Customer Experience Specialist (CXS) from (CX University) an Accredited Customer Experience Practitioner ACXP (BRG Group) and Customer Journey Mapping Facilitator.

A recognised international speaker on Customer Experience, Lynn combines her experience of studying with the Disney Institute and years of business experience to deliver fast paced and fascinating keynote speeches on moving beyond delivering customer service to driving customer experience.

In 2018, Lynn was a Judge at the inaugural Customer Experience Awards in Amsterdam, as well as the Gulf Customer Experience Awards Dubai 2019. In 2020 she was appointed Chair of Judges at the International CX Awards 2020 in the category of CX Business Transformation & Change.

In 2018, Lynn was recognised as one of the top 50 Most Influential Women Customer Experience Officers in the world and in 2020 was recognised as one of the Top 12 Women Entrepreneurs in South Africa 2020. She is a Founding Board Member of 'Customer Experience Professionals Association of South Africa, heading up the Marketing & Brand portfolio.

As the Managing Director of The Customer Experience Company (South Africa) she consults, advises, trains and facilitates on Customer Experience Strategic Design, customer journey mapping and uses a series of interactive Customer Experience Boards Games that she designed to drive employee engagement in the pursuit of a customer-centric culture.

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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 [@https://www.linkedin.com/in/lynn-baker-aa44a724/](https://www.linkedin.com/in/lynn-baker-aa44a724/)

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 + iCXA 2020
- TOP 50 MOST INFLUENTIAL WOMEN CXO's IN THE WORLD 2019
- TOP 50 WOMEN ENTREPRENEURS SOUTH AFRICA 2020