

## CUSTOMER EXPERIENCE BY DESIGN!

A presentation designed to cut through the complexity of customer experience and assist the audience to identify the key drivers that create a better customer experience.

Customer experience is key to creating competitive differentiation into the future and yet; the concept of customer experience and its implementation remain a mystery to many.

During this fast paced, visually stimulating and inspiring presentation, Lynn explains the difference between merely delivering customer service and driving customer experience. She shares valuable insights into CX trends and how the best businesses in the world such as Amazon.com, Starbucks, Uber, BMW and others are using customer experience to increase sales, decrease churn and drive loyalty.

Customer experience is not just a new marketing campaign; it's an innovative business model that strategically places the customer at the centre of everything the business does. Shifting a traditional business model to that of a customer first model is both exciting and challenging, as it requires a dramatic shift in thinking on behalf of management, as well as employees. It requires the business to move from purely driving profit to driving customer satisfaction; from pushing products and services onto customers to pulling them in as partners; to change the way success is measured purely on numbers to measuring customer satisfaction, retention and loyalty. More importantly, leadership needs to change their view of employees as resources to valuing them as investments, as employee engagement is the critical element in a CX strategy that holds it all together.

Customer Experience doesn't just happen, it must be designed!

Creating a successful customer experience strategy requires the whole organisation to understand and focus on driving the 6 key elements of a cx strategy, which are covered during the presentation:-

**DISCOVER** customer wants & needs (Voice of the Customer)

**DESIGN** the ideal experience (Customer Journey Mapping)

**DIFFERENTIATE** value offering from competitors (Competitor Analysis)

**DEVISE** systems to support the experience (Customer Engagement)

**DEVELOP** people to enhance the experience (Employee Engagement)

**DEEP DIVE DATA** to define successes & failures (Smart Data Analytics)



PROFESSIONAL SPEAKER  
CUSTOMER EXPERIENCE TRENDS  
EXECUTIVE SPEAKER COACH

# 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

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