

LYNN BAKER

CX Keynote Speaker | Customer Experience Strategist | B2B CX Authority

CXS (CX University) | ACXP | Top 50 Women in Customer Experience Globally

PROFESSIONAL SPEAKER BIOGRAPHY

Lynn Baker is a globally recognized customer experience keynote speaker, strategist, and consultant, and one of the Top 50 Women in Customer Experience worldwide. With certifications as a Customer Experience Specialist (CXS) and Accredited Customer Experience Practitioner (ACXP), Lynn combines rigorous methodology with high-energy stage presence to deliver keynotes and workshops that fundamentally shift how organisations think about experience.

As CEO of the Customer Experience Institute South Africa (CX Institute SA) — the exclusive licensed partner for CX University (USA) in Africa — Lynn has been professionalizing CX standards across the continent and beyond for over two decades. She is the originator of the Client Partner Experience (CPX) framework, a proprietary B2B methodology that challenges the core assumption of traditional CX: that tools designed for B2C consumer markets can adequately serve high-stakes enterprise relationships.

Named one of South Africa's Top 12 Women Entrepreneurs and a founding board member of the Customer Experience Association of South Africa (CXSA), Lynn brings international credibility to every stage she graces — whether in Johannesburg, Dubai, or online.

THE CLIENT PARTNER EXPERIENCE (CPX) FRAMEWORK

Lynn Baker is the sole originator of the Client Partner Experience (CPX) framework — a first-of-its-kind, B2B-native model for experience management in enterprise contexts.

CPX reframes the central question from 'How satisfied is your customer?' to 'Are you indispensable to your client?' In B2B environments — where decisions are rational, relationships are long-cycle, and contracts are defended by procurement — traditional CX satisfaction metrics fail. CPX addresses this gap directly.

"Vendors get compared. Line items get reduced. Only strategic partners get protected."

— Lynn Baker, Client Partner Experience (CPX) Framework

The CPX framework is the intellectual core of Lynn's book *B2B Becoming Indispensable*, an interactive guide for B2B leaders who want to move from vendor to valued partner — and stay there.

KEYNOTE TOPICS FOR CONFERENCES & CORPORATE EVENTS

1. Let's Talk About CEX! — The Flagship Keynote

Lynn's signature keynote is a category-defining experience. Rather than explaining customer experience, she demonstrates it in real time. Using global case studies, immersive audience engagement, and her proprietary Customer Journey Game, Lynn transforms passive conference attendance into a live movement. Suitable for: 45-minute keynotes, 2–3 hour workshop formats, executive leadership summits.

2. B2B Becoming Indispensable — The Strategic CX Keynote

Based on her landmark book, this session is built for B2B sales leaders, account managers, and C-suite executives. Lynn unpacks why traditional CX fails in enterprise relationships and introduces the CPX framework as the operating model for indispensability. Attendees leave with a practical shift in how they define, measure, and deliver client value.

3. CX ROI: Connecting Experience to Revenue

A data-driven session that translates CX investment into measurable business outcomes. Lynn draws on her experience as a Chair of Judges for the International Customer Experience Awards (2018–2024) to reveal the patterns that separate CX leaders from laggards — and the metrics that boards actually care about.

4. The Employee-Customer Connection

Lynn's foundational belief — that you cannot give customers what you haven't first given your employees — drives this session. Built around The Customer Journey Game, this keynote-workshop hybrid puts leadership teams inside the customer's experience and creates the 'aha' moments that no slide deck can manufacture.

CREDENTIALS, AWARDS & INTERNATIONAL RECOGNITION

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| <ul style="list-style-type: none">• Certified Customer Experience Specialist (CXS) — CX University• Accredited Customer Experience Practitioner (ACXP)• Certified Customer Journey Mapping Facilitator• Disney Institute Quality Service Training — Florida• CX Masterclass Alumna — Dubai | <ul style="list-style-type: none">• Top 50 Women in Customer Experience — Global• South Africa Top 12 Women Entrepreneurs• Chair of Judges — International CX Awards (2018–2024)• Judge — Gulf CX Awards, Dubai (2019–2023)• Programme Director — USB Executive Speaker Academy |
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SPEAKING EXPERIENCE & FORMATS

Lynn has delivered keynotes and facilitated workshops across South Africa, the Middle East, and internationally. She adapts seamlessly across formats:

- Conference keynotes (45 minutes to 90 minutes)
- Executive leadership workshops (half-day and full-day)
- Immersive team experiences featuring The Customer Journey Game
- Corporate training and certification programmes via CX University

- Virtual and hybrid event formats
- Panel moderation and award judging — International CX Awards

Event types served include: customer experience conferences, sales enablement summits, B2B leadership forums, financial services events, contact centre conferences, retail and hospitality industry events, and HR/employee engagement summits.

BOOK: B2B BECOMING INDISPENSABLE

Lynn Baker is the author of B2B Becoming Indispensable — the definitive guide for B2B organisations that want to move from vendor to strategic partner. The book introduces the Client Partner Experience (CPX) framework and provides a practical operating model for enterprise account teams, sales leaders, and CX practitioners working in complex B2B environments.

**"The organisations that become indispensable don't wait. They decide."
— B2B Becoming Indispensable, Lynn Baker**

Available as an interactive online guide at: www.b2bindispensable.com

WHY EVENT ORGANISERS BOOK LYNN BAKER

- International CX authority with 20+ years of hands-on practitioner experience
- Not a theorist — a working consultant who brings real-world case studies and current intelligence from judging global CX awards
- High-energy, experiential delivery that breaks the 'death by PowerPoint' conference mould
- Original intellectual property: the CPX framework and The Customer Journey Game are unique to Lynn
- Customises every engagement to the audience — not an off-the-shelf talk
- Proven on international stages including the Middle East and across Southern Africa
- Leaves audiences with a practical tool they can use the next day — not just inspiration

TOPICS & SEARCH KEYWORDS

Lynn Baker is searchable and bookable across the following specialisms:

Customer experience speaker South Africa | CX keynote speaker Africa | B2B customer experience speaker | professional speaker customer experience | CX conference speaker Johannesburg | customer experience specialist CXS | client partner experience CPX | B2B becoming indispensable | customer journey mapping speaker | employee experience keynote | CX ROI speaker | contact centre conference speaker | customer experience awards judge | Lynn Baker CX | CX Institute SA speaker | B2B CX strategist | customer-centric culture keynote | CX transformation speaker | enterprise customer experience | service excellence speaker

BOOKING & CONTACT

Website: www.cxinstitute.co.za

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*Lynn Baker | Customer Experience Keynote Speaker | Originator of the Client Partner Experience (CPX) Framework |
Author: B2B Becoming Indispensable*