



LB LYNN BAKER

PROFESSIONAL
SPEAKER
PORTFOLIO
2018

PROFESSIONAL SPEAKER

CUSTOMER EXPERIENCE TRENDS

EXECUTIVE SPEAKER COACH

EXECUTIVE PRESENCE CONSULTANT

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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.



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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.

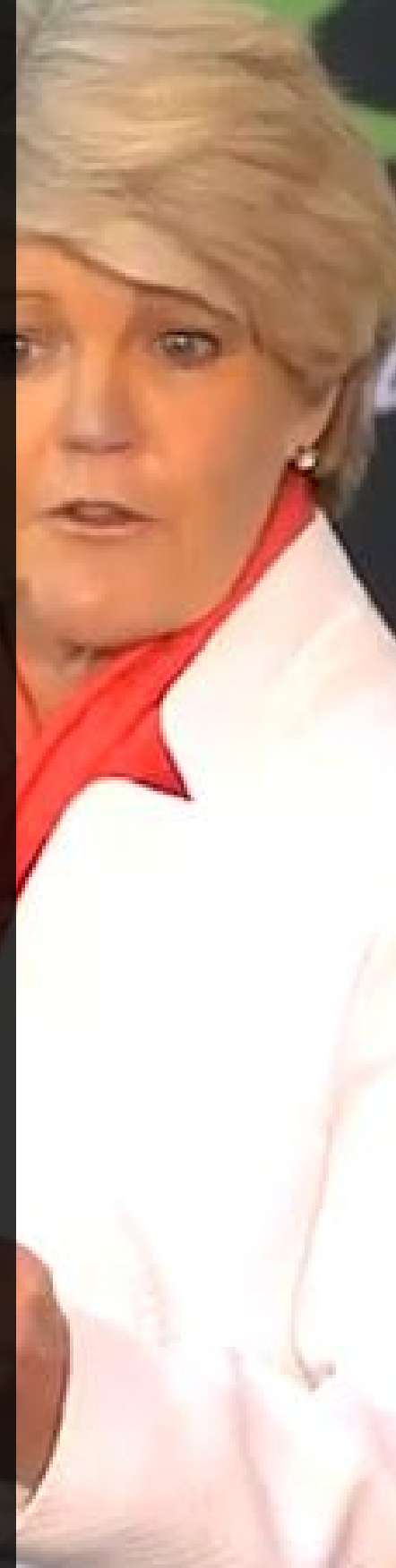
During this fast paced, visually stimulating and inspiring presentation, Lynn explains the difference between merely delivering customer service and driving customer experience. She shares valuable insights into CX trends and how the best businesses in the world such as Amazon.com, Starbucks, Uber, BMW 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)



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CUSTOMER EXPERIENCE - MIND THE GAP

Bridging the gap between management vision and employee engagement in the delivery of customer experience

Companies around the world are focusing on driving a better customer experience to increase sales, improve customer satisfaction and manage customer retention.

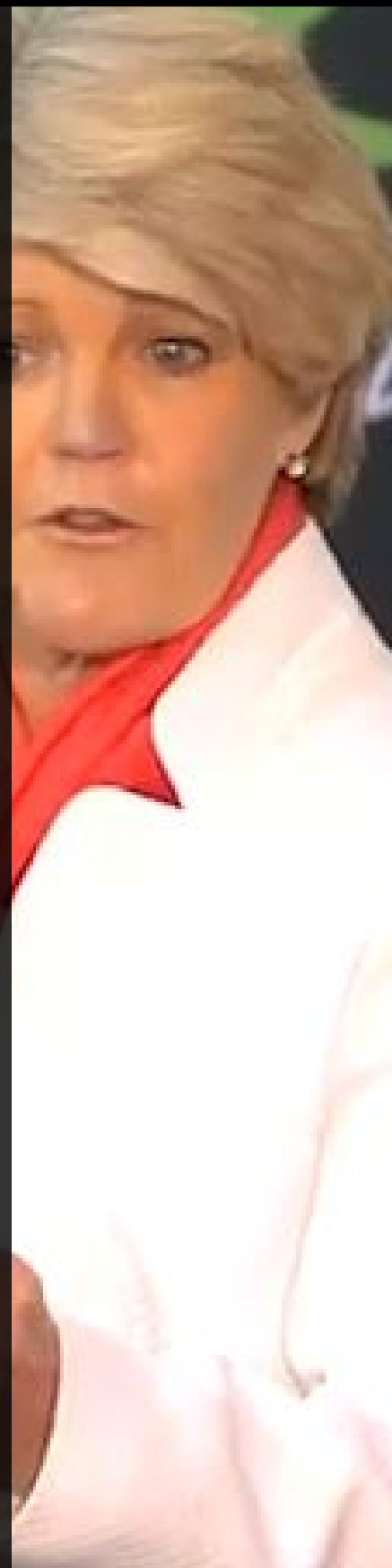
In line with this trend, Management teams have spent hundreds of hours designing customer experience strategy; only to find a huge disconnect between management vision and employee delivery, causing many customer experience strategies to fail. It is not necessarily that employees don't want to deliver an improved experience, it is often merely a lack of understanding of the concept, with employees seeing it as just another marketing campaign. What's become clear, is that without a clear explanation of the cx vision to employees, engagement will inevitably fail.

Employee Engagement is critical to the success of a cx strategy and leadership are looking for innovative ways to encourage employees to deliver an improved experience.

The **5** keys to increasing employee engagement in a cx strategy are : **Information** - clearly explain the reason *why* for the cx campaign; **Instruction** - explain how employees are expected to deliver on it; **Inspire** employees by connecting them with the company vision and values; **Involve** employees as much as possible in the design, delivery and measurement of cx strategies and finally, **Incentivise** employees - show them how their contribution will make a difference. (Ref Temkin Group).

In line with the above, Lynn Baker a successful business woman and speaker on customer experience who recently attended the Disney Customer Experience Summit 2018 in USA, has designed a presentation aimed at 'bridging the gap' between strategic intent and the delivery of customer experience by employees at all levels.

Lynn explains the difference between customer service and customer experience. She shares fascinating stories with dynamic video footage of how the best companies in the world including Disney, Amazon.com; The Ritz Carlton and others are using customer experience to drive sales, increase customer satisfaction and improve customer loyalty. More importantly, she challenges every member of the audience to consider how their role impacts the current customer journey and what they could do in future to add more value. Just imagine if every employee focused a little more effort on their role in the customer journey, how substantially the customer experience would improve!



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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

“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

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.

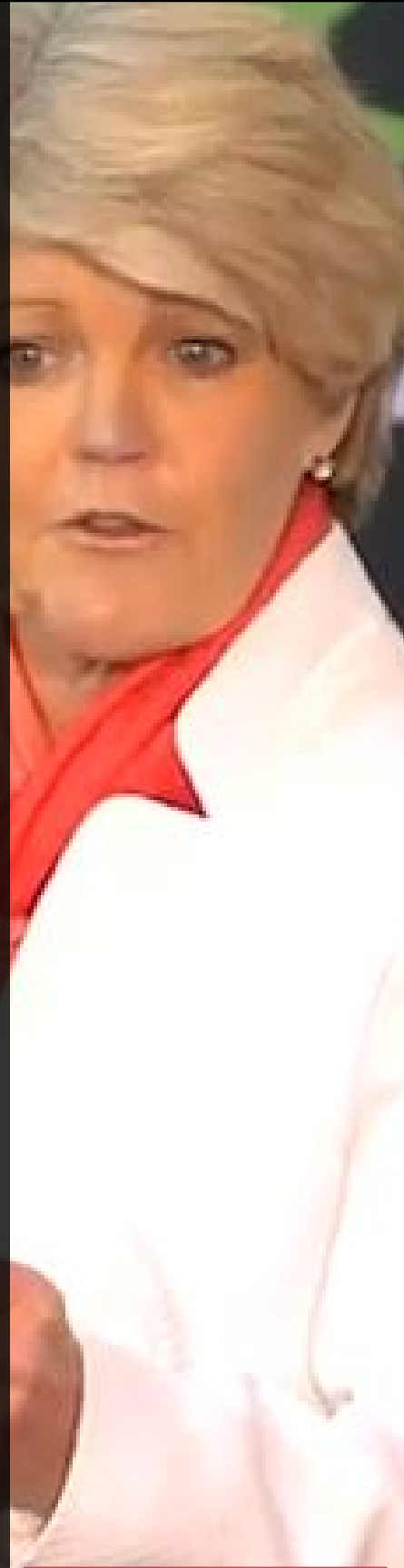
NIGEL KING

Strategic Development Manager – XL Travel Head Office October 2017

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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Having started her career in Sales in Cape Town, Lynn quickly rose to the Head of International Corporate Sales for a global company in London. Subsequently, she sold luxury property in the Caribbean and has run numerous successful businesses in South Africa.

In addition to her many years of business experience, Lynn continues to invest in her knowledge. In 2006, she attended the Disney Institute - 'Quality Customer Service' programme at Disneyworld, Florida and implemented many of the lessons she learned there at Montecasino Corporate Events, which she ran for 10 years. Lynn is returned to Disney in May 2018 to attend the Disney Institute - Customer Experience Summit 2018 at Disney World, Los Angeles to further her understanding of the fascinating concept of customer experience. Lynn is also currently studying for a Customer Experience Specialist Certificate with the Customer Experience University.

Due to her passion for public speaking, Lynn also invested heavily in this area of her life. In 2006, she attended an intensive one-on-one training programme with the guru of professional speaking world-wide Professor Ron Arden from San Diego. In 2010, she studied with World Class Speakers USA and qualified as the only Certified World-Class Speaker Coach in Africa. In the same year, she qualified as an Image Consultant from Colourworks International.

Lynn is currently
Programme Director of the
Henley Business School -
Executive Speaker Programme.

Lynn combines her passion of customer service and public speaking by delivering fast paced presentations at company conferences and corporate events on moving beyond merely delivering customer service to driving Customer Experience. She explains the difference between customer service and customer experience, and the benefits of driving an enhanced experience, including increased sales, decreased churn and improved loyalty.

Lynn uses a conversational speech style to build rapport with the audience, tells stories to illustrate key points, and shows dynamic video footage to drive home pertinent messages. She shares examples of how the best companies in the world including Disney, Amazon.com, Starbucks and The Ritz Carlton combine technology with employee engagement to drive successful customer experience strategies.

Lynn's objective is to inspire audiences to move on from the mundane tactics they have used in the past to drive sales, and challenges them to consider innovative ways of attracting new customers, increasing sales from current customers and driving loyalty. Audience members are encouraged to reconsider the role they play in the experience of their customers and how they can improve it to boost the company's bottom line.

Keynote speech & conference presentations:

CUSTOMER EXPERIENCE 'MIND THE GAP'

Employee engagement plays a critical role in the delivery of customer experience. This presentation is designed to inspire employees to get more involved in the customer journey.

CUSTOMER EXPERIENCE - MOMENTS OF MAGIC!

Designed to inspire all levels of audience to reconsider how they contribute to a successful customer experience.

CUSTOMER EXPERIENCE BY DESIGN

Designed for management audiences to cut through the clutter and focus on the key drivers of creating a successful customer experience strategy.

