



CUSTOMER EXPERIENCE STRATEGIST & KEYNOTE SPEAKER

LYNN BAKER

Customer experience is how you become impossible to replace.

Keynotes that turn everyday customer moments into the reason people choose you, stay with you, and can't imagine going anywhere else — from first CX steps, to AI, to high-stakes B2B relationships.

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WHY LYNN BAKER

A strategist first — and a speaker audiences don't forget.

Lynn Baker has spent more than 25 years turning customer experience from a nice idea into commercial strategy. She is the founder and CEO of the Customer Experience Institute South Africa (CX Institute SA) and CX University SA, served as Chair of Judges for the International Customer Experience Awards for six years, trained at the Disney Institute, and was named among the Top 50 Women in CX. It's the kind of track record that earns a seat in the boardroom — in the strategy conversation, not just on the conference programme.

Then she takes the stage. Lynn is a genuinely non-PowerPoint speaker who fuses powerful storytelling, humour, real business examples and live audience interaction to make CX something people can see, feel and act on. She doesn't simply talk about customer experience — she helps audiences understand it, experience it, and live it the next morning.

Founder & CEO · CX Institute SA & CX University SA

Chair of Judges · International CX Awards (6 years)

Creator · CPX (Client Partner Experience) framework

Disney Institute trained

Top 50 Women in CX

Creator · The Customer Journey Game



THE KEYNOTES

Every keynote. One throughline: become impossible to replace.

Whether your audience is beginning its CX journey, navigating AI, or rethinking B2B client relationships, each keynote works toward the same outcome: turning everyday moments into the reason customers choose you and stay with you. Wherever possible, keynotes are tailored to your industry, your audience and your outcomes.

B2B Customer Experience Reimagined — Client Partner Experience (CPX)

Stop being a vendor. Become an indispensable strategic partner. The CPX framework — Reframe · Realign · Retain — shows teams how to prove impact on the numbers clients answer for, and take the one position no competitor can undercut.

Welcome to the Age of Experience

Turns “customer experience” from a buzzword into a business case. Demystifies CX, shows where service ends and experience begins, and walks the room through the five stages of the customer journey.

Welcome to the World of Humanization

The future isn't humans versus AI — it's the organisations that make them work together. Replaces employee AI anxiety with a plan for combining human empathy with machine speed.

CX Keynote + The Customer Journey Game (120 min)

Stop telling your audience about the customer journey — let them live it. A business simulation where teams hit the friction, feel it, and work out how to fix it together.

Customer Service Week 2026 · 5–9 October

A facilitated two-hour employee experience: 30-minute keynote, 60 minutes of the Customer Journey Game, and a 30-minute insight session that turns frontline knowledge into action.

Formats: 45–60 min keynote · 120 min keynote + game · half-day workshop · virtual / hybrid · panel
Every keynote is tailored to your industry, your audience and the outcomes you want the session to drive.



ON STAGE

Africa · Middle East · Europe · UK



Standard Bank Leadership Conference, Namibia



ThinkSales Sales Leadership Convention



Sandton Convention Centre



Preferred speaker bureau showcase

Trusted by leading organisations

Discovery Health · FNB · Nedbank · IHG · Bosch · Siemens · Standard Bank · Pfizer · Altron

TESTIMONIALS

Booked by the people who know the room.

"Lynn delivered a riveting keynote speech at the Standard Bank Leadership Conference, which contained relevant and thought provoking content. She immediately drew in the audience and had them locked in for the full duration of the address."

— Marketing Manager, Standard Bank Namibia

"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 through globally representative stories and examples."

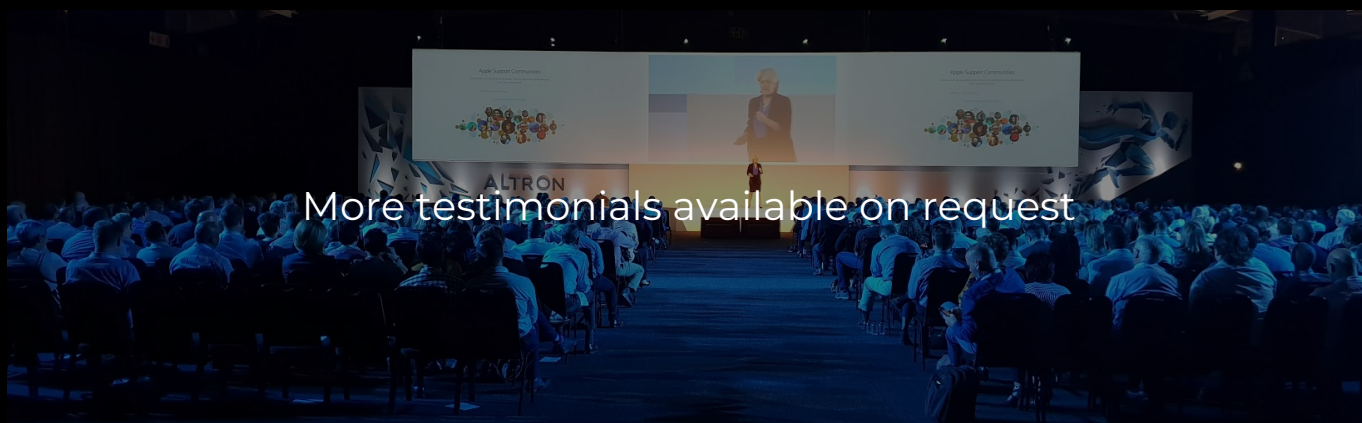
— Head: Client Experience Management, Retail, Nedbank Limited

"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!"

— Delegate feedback, Pfizer Sales Conference

"Your delivery style was inspirational and we have received excellent feedback on the structured content you delivered. The examples referred to were spot on and the journey mapping you introduced is what people left talking about. Great job!"

— Adnan Butt, CEO, TouchPoints Dubai, United Arab Emirates



More testimonials available on request

Trusted by Discovery Health · FNB · Nedbank · IHG · Bosch · Siemens · Standard Bank · Pfizer
Speaking across South Africa, the Middle East, Europe and the UK.

SPEAKER FEES

Investment & formats

45–60 min keynote · Johannesburg	ZAR 40,000
45–60 min keynote · Durban	ZAR 45,000 + travel
45–60 min keynote · Cape Town	ZAR 50,000 + travel
International keynote	US\$ 5,000 – 8,000
120 min · Keynote + Customer Journey Game	On request
Half-day workshop / virtual / hybrid	On request

Travel from Lanseria International Airport, airport transfers and accommodation are quoted separately for events outside Johannesburg. International fees depend on region and travel time. Every booking includes a pre-event briefing and a keynote tailored to your audience.

Let's talk about your event

Available for in-person and virtual keynotes worldwide.

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Enquire now to check Lynn's availability

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