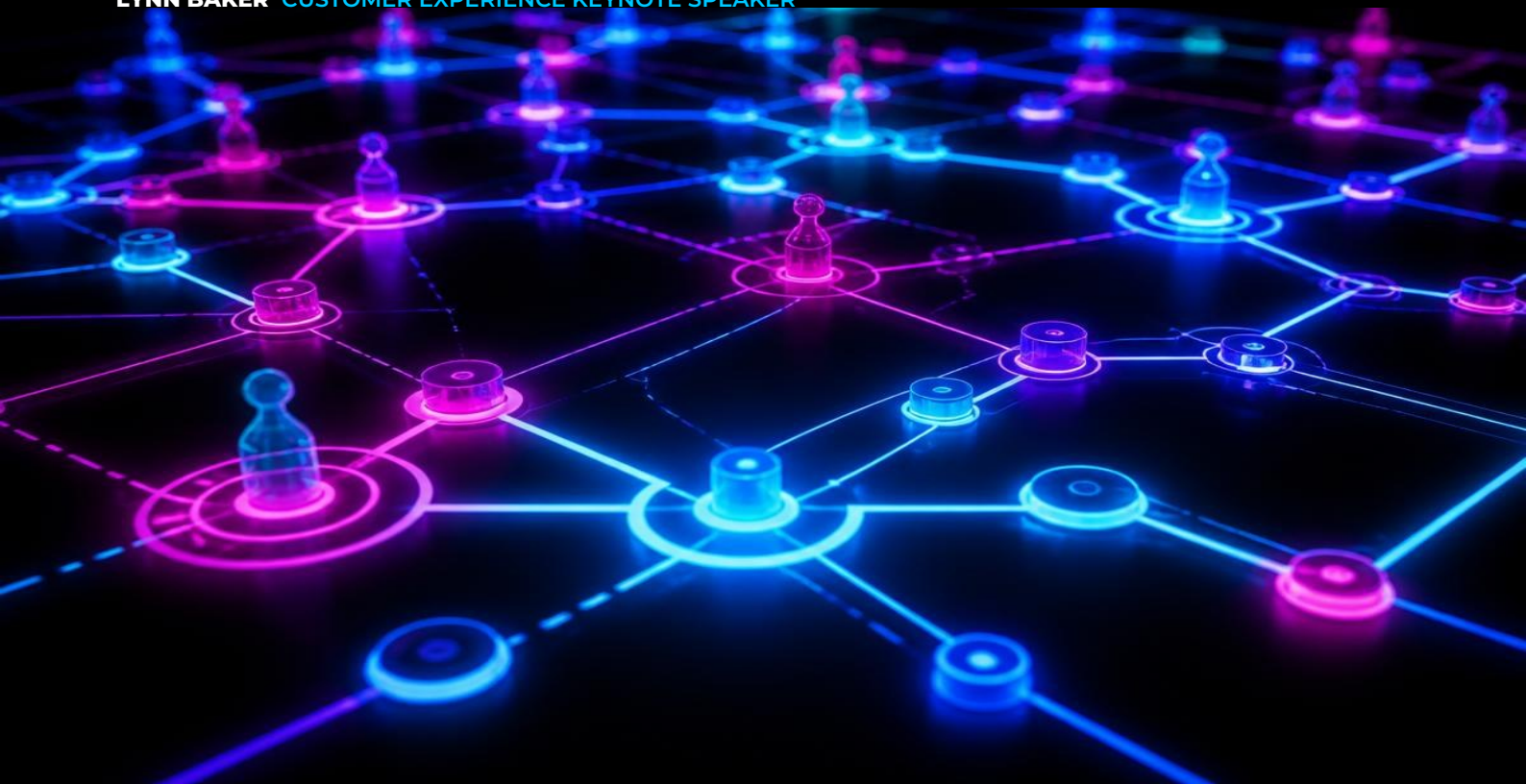




KEYNOTE + BUSINESS SIMULATION

Keynote + The Customer Journey Game

Get your audience actively experiencing a real customer journey

Take your audience beyond listening and get them actively experiencing a real customer experience.

This powerful combination brings together Lynn's inspirational keynote and the power of interaction with The Customer Journey Game - a business simulation that looks like a board game; but in reality, it's a reflection of your customer's journey.

Teams walk in the shoes of the customer, make the decisions organisations make every day, and see first-hand where experience breaks down between departments and handovers.

FORMATS

120 min session

Keynote plus the full Journey Game simulation.

Group sizes

Scaled to your delegate numbers.

Available worldwide

In-person delivery, facilitated by Lynn.

AN INTERACTIVE CUSTOMER EXPERIENCE BUSINESS SIMULATION

"It looks like a board game; in reality, it's a reflection of your customer's journey."

The Customer Journey Game moves teams beyond static training into an interactive, hands-on experience that mirrors your customer's actual journey. Built on the familiar mechanics of a classic board game — but instead of winning and losing money, players win and lose customers. Teams choose an avatar, roll the dice and travel a vibrant board that represents a typical customer journey, seeing your business, services and brand entirely from the customer's point of view.

HOW IT PLAYS

Happy Customer Cards

Win Customer Coins by delivering outstanding service and making customer-centric decisions.

Unhappy Customer Cards

Lose coins when expectations aren't met — a tangible lesson in the financial cost of churn.

Task Cards

Real-time challenges to identify pain points, map touch-points and propose service enhancements.

Team Challenges

Creative blocks that build internal bonds and make customer-centricity a shared language.

THE CUSTOMER JOURNEY

The board is designed around the stages and touch-points of a real customer journey:

- Awareness
- Consideration
- Purchase
- Use / Experience
- Loyalty & advocacy

The player or team who accumulates the most happy customers is crowned the Ultimate Customer Champion — just like in business.

KEY OBJECTIVES

- Drive teamwork and employee engagement
- Raise awareness of every touch-point on the customer journey
- Break down inter-departmental silos
- Increase cross-company collaboration
- Involve employees in problem solving and sharing solutions
- Create understanding that everyone has a role to play in CX
- Highlight the commercial importance of customer retention

SESSION FORMAT

- 2-hour facilitated session designed for maximum engagement
- 30-minute keynote by Lynn Baker to set the scene
- 60 minutes of immersive gameplay, teams of up to 8 players
- One game box accommodates up to 8 players; play runs 60–90 minutes

FEEDBACK SESSION

The game closes with a structured feedback session where teams analyse the customer pain points they encountered and propose practical solutions. Frontline insight becomes actionable strategy — giving leadership a wealth of information to improve the real customer experience.

EDITIONS AVAILABLE

Business · Contact Centre · Restaurant · Hospitality · Insurance · Custom editions on request

WHAT AUDIENCES TAKE AWAY

- What the customer journey really looks like from the customer's point of view
- How everyday micro-moments shape perception, loyalty and advocacy
- Where experience breaks down between departments and handovers
- How internal decisions create external customer friction
- The commercial cost of poor experience - and the upside of getting it right
- Practical actions every team can own the moment they leave the room

IDEAL FOR

- Conferences needing an interactive session
- CX and culture change programmes
- Leadership team offsites
- Sales, service and operations teams
- Onboarding and induction programmes
- Cross-functional teams

ABOUT LYNN BAKER

With more than 25 years specialising in Customer Experience, Lynn Baker is a leading keynote speaker and business strategist.

Disney Institute trained, Lynn served as Chair of Judges for the International Customer Experience Awards for six years, and is the founding CEO of the CX Institute SA and CX University SA.

Her presentations combine powerful storytelling, humour, practical business examples, audience interaction and actionable insights that challenge conventional thinking and inspire immediate action.

- Disney Institute trained
- Chair of Judges - Int'l CX Awards
- Founding CEO - CX Institute & CX University SA
- Top 50 Women in CX (2019)



WHAT CLIENTS SAY

“

Lynn delivered a riveting keynote. She immediately drew in the audience and had them locked in for the full duration of the address.

- Marketing Manager, Standard Bank

“

Lynn's presentations hugely contributed in making these events impactful and memorable - in content and professionalism.

- Head: Client Experience, Nedbank

“

A total winner. Such an inspiration. It was short, sweet, simple, yet FREAKING DYNAMIC!

- Delegate feedback, Pfizer Sales Conference