

CUSTOMER EXPERIENCE

# WELCOME TO THE AGE OF EXPERIENCE

Every moment leaves an impression.  
Every impression influences how  
customers think, feel and act.

KEYNOTE BY LYNN BAKER



KEYNOTE - CUSTOMER EXPERIENCE

## Welcome to the Age of Experience

Moving Beyond Customer Service to Driving Customer Experience

Welcome to the Age of Experience is an inspirational, engaging and informative introduction to the process, value and commercial power of customer experience.

Designed for audiences who want to understand CX and why it matters, this keynote demystifies customer experience, explains how it differs from customer service and reveals how everyday interactions influence customer acquisition, retention, loyalty, advocacy and sustainable business growth.

Audiences discover how the customer journey extends across five broad stages - Awareness, Consideration, Purchase, Experience, and Loyalty and Advocacy - and how each stage contains touchpoints and micro-moments that shape perception.

### FORMATS

#### 45-60 min keynote

High-impact opening or closing keynote.

#### 120 min

Keynote + The Customer Journey Game simulation.

#### Virtual / hybrid

Same energy, designed for remote audiences.

## WHAT AUDIENCES TAKE AWAY

- The important difference between customer service and customer experience
- Why customer experience belongs to everyone, not only customer-facing teams
- How CX influences acquisition, retention, loyalty and advocacy
- The five key stages of the customer journey
- How journeys translate into touchpoints and micro-moments
- Practical ways to make interactions easier, clearer and more human

## IDEAL FOR

- Conferences and corporate events
- Leadership and management meetings
- CX and service programmes
- Employee engagement events
- Sales and marketing conferences
- Contact-centre and frontline 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

## ON STAGE



Lynn Baker delivering the Welcome to the Age of Experience keynote.

## EVERY MOMENT MATTERS

Products can be copied. Prices can be matched. Technology is available to everyone. But the experience an organisation creates - and the way it makes its customers feel - is far harder for competitors to replicate.

Welcome to the Age of Experience is an inspirational, empowering and practical keynote that shows how everyday moments shape what customers think, feel and do next - and how every team, not only customer-facing teams, contributes to loyalty, retention and growth.