

Lynn Baker

Customer Experience Strategist & Keynote Speaker



About

For more than 25 years, Lynn Baker has turned customer experience from a nice idea into commercial strategy. A Disney Institute-trained CX speaker and former Chair of Judges for the International Customer Experience Awards, she has delivered keynotes across Africa, the Middle East, Europe and the UK.

Lynn fuses storytelling, humour and live audience interaction into a genuinely non-PowerPoint keynote. No theory for theory's sake — just fresh thinking and ideas audiences can act on the very next morning.

Keynote Topics

- B2B Customer Experience Reimagined — Client Partner Experience (CPX)
- Welcome to the Age of Experience
- Welcome to the World of Humanization — AI, humans and the customer of the future
- CX Keynote + The Customer Journey Game — a 2-hour interactive business simulation
- Customer Service Week 2026 — The Customer Journey Game Experience

Formats & Delivery

- 45–60 minute keynote
- 120-minute interactive session: keynote + The Customer Journey Game

- Half-day workshop
- Virtual / hybrid session
- Panel / fireside chat

Selected Clients

Discovery Health · FNB · Nedbank · IHG · Bosch · Siemens · Standard Bank Namibia · Pfizer · TouchPoints Dubai

What Event Planners & Executives Say

"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."

— 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."

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

Contact

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Based in Johannesburg, South Africa · Available worldwide