

*Lynn Baker*

EXECUTIVE PRESENCE  
& COMMUNICATION

# TESTIMONIALS

PROFESSIONAL SPEAKER – CUSTOMER EXPERIENCE





# B2B Customer Experience

Lynn Baker – Customer Experience Specialist (CXS)



# ALTRON GROUP LEADERSHIP KICK-OFF 2019

# ALTRON

There when it matters.

Lynn's presentation at the annual Altron Group Leadership - Kick-Off Event 2019 was great!

Lynn gave great examples of customer experience and connected them to our brand promise. She also took great interest in our company's strategic journey and easily connected the customer experience to our business goals in terms of revenue growth and profitability.

**Zipporah Maubane**

**Group Head of Marketing – Altron Group**



Dear Lynn,

I on behalf of Touch Points and RIT Dubai would like to thank you for the “powerful and effective” keynote session you delivered on Customer Experience, both at Gulf Host and Happiness Talks. 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! I also appreciate your flexibility and we all thoroughly enjoyed working with you during the planning stage! Thank you once again and we are lining up lots of opportunities for you in Dubai

Adnan Butt

A handwritten signature in black ink, appearing to read 'Adnan Butt', with a stylized flourish at the end.

Managing Director  
Touch Points  
Dubai, United Arab Emirates



It was such a tremendous pleasure dealing with Lynn!

I thought her presentation was dynamic, insightful and thought-provoking. The content was relevant, and eye opening. “

**Julie van Wyk**  
**Marketing Manager**  
**Peermont – Emporers Palace**



— WELCOME TO —  
THE WORLD OF

# HUMANIZATION

WHERE STRATEGY, CUSTOMER EXPERIENCE AND AI CONVERGE





Lynn Baker delivered a keynote speech on 'Moving Beyond Service to Driving Customer Experience at the Spar KZN Conference.

Lynn held the audience attention at all times, the content was relevant and informative and the presentation was exceptionally well delivered.

**Pearlene Parmanand**  
**SPAR KWAZULU NATAL**



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.

**Quinten Potgieter**

**Marketing Manager, Standard Bank Namibia**



Lynn Baker was a keynote speaker during Nedbank's annual celebration of International Customer Service Day, as well as one of Nedbank's Quarterly Client Experience Round Table sessions.

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**

**NEDBANK INTERNATIONAL CUSTOMER SERVICE DAY**



- “I really enjoyed Lynn’s talk- I was very inspired.”
- “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!
- “I enjoyed and think most people could relate due to the nature of our business and the way we have to change things in our day to day work environment.”
- “What an inspiration!!!”
- “Great, inspiring talk to end off the week and 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 paying attention to the finer details of ultimate consumer satisfaction”
- “Very well done and informative. Good”
- “I enjoyed the talk as it brought a balance to the knowledge we attain (product knowledge) and the interaction we have with our customers and ensuring excellent customer service and experience.





“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 ANDERSSSEN**

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.

Thank you for your understanding around the Ministers arrival and for accommodating him so graciously....I believe it was the best way to tackle it and we achieved the best outcome possible.

**NIGEL KING**

Strategic Development Manager – XL Travel Head Office

**XL TRAVEL GROUP CONFERENCE**



Everybody enjoyed Lynn's 'Customer Experience' presentation and found it engaging; to the point that some delegates remarked that they lost track of time.

The topic was timely and the material presented was spot on. Thank you for a memorable presentation!

**AIG INSURANCE -**



*Lynn Baker*



# Lynn Baker

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CUSTOMER EXPERIENCE SPECIALIST (CXS)

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