

THE
CUSTOMER
EXPERIENCE

COMPANY (SA)

Customer Experience
Training Services & Resources

#CX

RATE CARD

2020

THE
CUSTOMER
EXPERIENCE
COMPANY (SA)

CUSTOMER EXPERIENCE GAMES

INTERACTIVE & IMMERSIVE CUSTOMER EXPERIENCE TRAINING GAMES



VIEW ON WEBSITE
INTERACTIVE & IMMERSIVE CUSTOMER
EXPERIENCE TRAINING GAMES





CUSTOMER EXPERIENCE GAMES
GALLERY





CLICK TO WATCH THE CUSTOMER GAME IN ACTION



CUSTOMER GAME SERIES

GET THE WHOLE ORGANISATION ON THE SAME PAGE



LEVEL # 1
LEADERSHIP IDENTIFY & SET
CX STRATEGIC OBJECTIVES

LEVEL # 2
MANAGEMENT, HOD'S,
MARKETING & SALES MAP
CURRENT CUSTOMER JOURNEY

LEVEL # 3
FRONT LINE STAFF TRAINED TO
UNDERSTAND, IMPLEMENT &
DELIVER ON BRAND PROMISE



THE CX LEADERSHIP GAME

CX LEADERSHIP GAME DRIVES LEADERSHIP COMMITMENT TO CX STRATEGIES

The CX Leadership Game is an interactive business board game, designed to raise awareness of senior leadership to the many facets involved in satisfying an end-to-end customer journey. Although the game is designed to be fun, its primary objective is to highlight the fundamental decisions and actions that leadership need to take in order to drive a CX Strategy throughout an organisation.

The CX Leadership Game is designed to shift the thinking of leadership to drive a customer-centric culture at a strategic level. Once leadership have identified the key objectives of the CX Strategy, these are passed on to the Management team, who play the Customer Journey Game and attend customer journey mapping workshops to establish the current customer journey state and identify improvements for the ideal future customer journey.

Once Management have identified and implemented improvements to the customer journey, front line staff play The Customer Service Game, which will be in line with the strategic objectives laid out by Exco and the Brand promise.

The CX Leadership Game aims to raise awareness of the following strategic drivers of Customer Experience:-

- Highlight the difference between customer service & customer experience
- Raise awareness of the end-to-end customer journey
- Identify critical touch points and pain points that influence customer decisions
- Realignment of focus on customer satisfaction as a key strategic objective
- Focus funding and resources on customer retention to drive loyalty
- Allocation of funding and resources to support the CX Strategy
- Adjustment of KPI's to shift focus to reward on customer satisfaction levels
- Allocation of funding & resources for people, Process and technology improvement

NUMBER OF PARTICIPANTS

8 x players per team

DURATION = 1 - 2 hours

REQUIREMENTS

Boardroom or training room with round or square tables that accommodate 6 - 8 players in a team.

COSTS

Buy CX Leadership Game online & self-facilitate



Hire the CX Leadership Game + Facilitator

5 - 48 players = R25,000 + Vat 6 x teams (8 players per team)

49 - 96 players = R30,000 + Vat 12 x teams (8 players per team)

* Add additional teams of 8 players @ R1500 + Vat per team

FEES INCLUDE

HIRE of Customer Journey Game Boards + all game elements

Professional game facilitator for up to 2 x hours

Bookings within 50km radius of Sandton, Johannesburg

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Road travel 50kms outside Sandton, Jhb charged at R7.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

COMPANY BRANDING

Game boards can be purchased and branded with your company logo at an additional cost of R1500 + Vat per linen game board. Other game elements can not be branded.



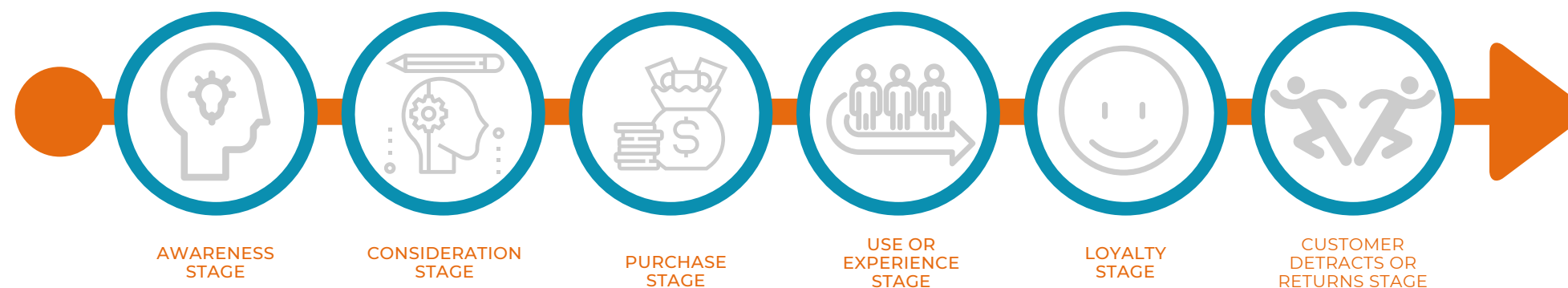
THE CUSTOMER JOURNEY GAME - INTERACTIVE TRAINING

CUSTOMER EXPERIENCE TRAINING GAME THAT DRIVES EMPLOYEE ENGAGEMENT

The Customer Journey Game is a facilitated interactive business board game, designed to shift the thinking of employees from focusing merely on the point of purchase, to expand their view to all the touch points where a customer engages with the business. Designed to simulate an end-to-end customer journey, the game gives employees a better understanding of the many touch points along an end-to-end customer journey, and how each touch point influences either a negative or positive experience.

The Customer Journey Game is designed around 6 stages of a customer journey:-

The key to understanding customer experience, lies in recognizing that the path to purchase starts long before customers buy and their experience lasts long after they purchase. Whether customers search online, visit a store, call the office or engage with a sales representative, identifying the key touch points during the customer journey enables us to identify pain points and areas of improvement that could influence the purchasing decision and positively impact the customer experience.



NUMBER OF PARTICIPANTS

8 x players per team

DURATION = 2 hours

REQUIREMENTS

Boardroom or training room with round or square tables that accommodate 6 - 8 players in a team.

Buy Customer Service Game online & self-facilitate



Hire the Customer Journey Game + Facilitator

5 - 48 players = R25,000 + Vat 6 x teams (8 players per team)

49 - 96 players = R30,000 + Vat 12 x teams (8 players per team)

* Add additional teams of 8 players @ R1500 + Vat per team

FEES INCLUDE

HIRE of Customer Journey Game Boards + all game elements

Professional game facilitator for up to 2 x hours

Bookings within 50km radius of Sandton, Johannesburg

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Road travel 50kms outside Sandton, Jhb charged at R7.00/km
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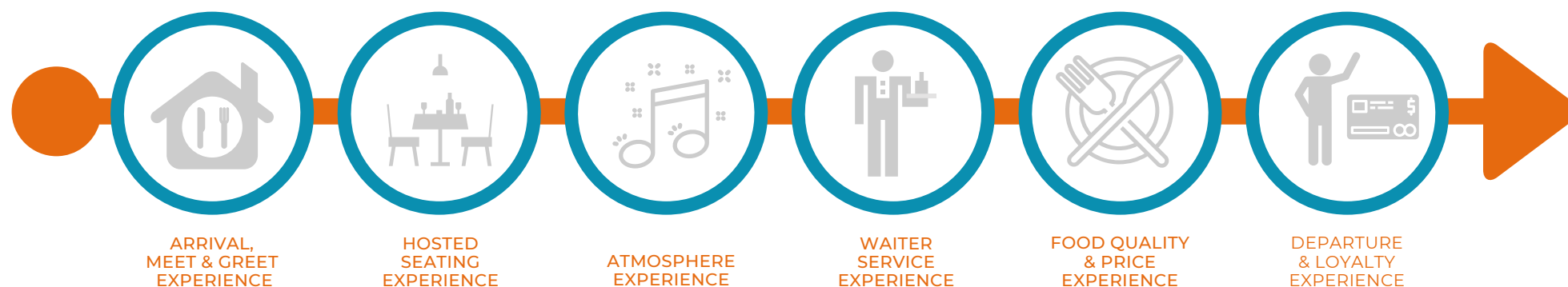


THE CUSTOMER SERVICE GAME RESTAURANT FRONT LINE STAFF TRAINING

CUSTOMER EXPERIENCE TRAINING GAME THAT DRIVES EMPLOYEE ENGAGEMENT

The Customer Service Game is an interactive and fun board game, specifically designed for front line staff in restaurants, cafe's and fine dining establishments. The objective of the game is to highlight the many touch points in an end-to-end customer restaurant visit and illustrate how each and every interaction with a customer can either have a positive or negative impact on the entire customer experience. Designed to simulate an end-to-end customer journey, this interactive game can be run in 30 minutes before a shift, to reinforce the key aspects of great customer experience and reinforce brand values.

The Customer Service Game was created on the same methodology as Monopoly, the difference being that in Monopoly players either win or lose money, in the Customer Service Game players win or lose customers and the player with the most customers at the end wins - just like in business! The game is built around the 6 key stages of a customer restaurant journey.



NUMBER OF PARTICIPANTS

Max 8 players per team

DURATION

30 - 45 minutes

REQUIREMENTS

Training room with round or square tables that accommodate 6 - 8 players in a team.

COST

Buy Customer Service Game online & self-facilitate



Hire the Customer Service Game + Facilitator

5 - 48 players = R10,000 + Vat 6 x teams (8 players per team)

49 - 96 players = R20,000 + Vat 12 x teams (8 players per team)

* Add additional teams of 8 players @ R1500 + Vat per team

FEES INCLUDE

HIRE of Customer Journey Game Boards + all game elements
Professional game facilitator for up to 2 x hours
Bookings within 50km radius of Sandton, Johannesburg

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Road travel 50kms outside Sandton, Jhb charged at R7.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

COMPANY BRANDING

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LEVEL # 1



FOR LEADERSHIP TEAMS

LEVEL # 2



FOR MANAGEMENT / HOD'S / SALES /
MARKETING / SUPPORT STAFF

LEVEL # 3



FRONTLINE STAFF - RETAIL /
RESTAURANTS / HOTELS

BUY

THE CUSTOMER GAMES IN A BOX ONLINE
AND SELF-FACILITATE



[GO TO CX ONLINE SHOP](#)

COSTS

BUY CUSTOMER SERVICE GAME ONLINE & SELF-FACILITATE



OR

BUY THE GAME AND BOOK A PROFESSIONAL FACILITATOR FOR THE SESSION

DURATION - 2 x hours

VIRTUAL FACILITATION

R15,000 + VAT

IN-PERSON FACILITATION IN JHB AREA

R30,000 + VAT

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Road travel 50kms outside Sandton, Jhb charged at R6.50/km
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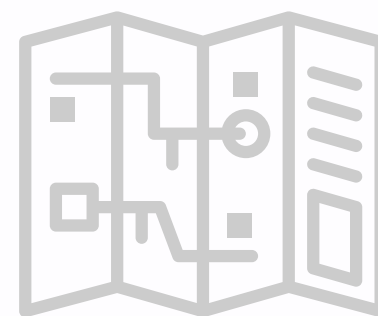
SHIPPING

- Shipping of boxes to client offices for virtual presentations, quoted at the time of booking based on number of boxes and delivery area.

THE
CUSTOMER
EXPERIENCE
COMPANY (SA)

CUSTOMER JOURNEY MAPPING

INTERACTIVE CUSTOMER JOURNEY MAPPING INTERVENTIONS



VIEW ON WEBSITE
CUSTOMER JOURNEY MAPPING





CUSTOMER JOURNEY MAPPING GALLERY

CUSTOMER EXPERIENCE STRATEGIC ALIGNMENT & JOURNEY MAP

STAGE	WHEN I AM...	TOUCHPOINTS / CUSTOMER ENGAGEMENT CHANNELS	PROCESS
INFORM ME ABOUT THE OPTIONS AVAILABLE TO ME	When I am looking for insurance cover, what is my experience like when I look for it when I visit your channels?	Online search experience, Retail experience, Call Centre	<ul style="list-style-type: none"> Searches for products Clicks on standard Clear detailed information Easy to complete contact me form
EDUCATE ME SO I UNDERSTAND WHAT I'M BUYING	When I am considering your company, do all your channels explain why cover is important, and provide me with all the options available to my personal circumstances?	Website experience, Broker experience, Client calls	<ul style="list-style-type: none"> Phone the Broker Brokers makes up + gets preliminary information Meets with client Brings documentation
AGENCY EXPERIENCE	When I am considering your company, do all your channels explain why cover is important, and provide me with all the options available to my personal circumstances?	Client calls, Agent	<ul style="list-style-type: none"> Client visits the Branch Centre Queues for 2 hours Client returned to last for agent or referred to another
CLIENT EXPERIENCE	When I am considering your company, do all your channels explain why cover is important, and provide me with all the options available to my personal circumstances?	Client calls, Agent	<ul style="list-style-type: none"> Client calls Agent Agent doesn't seem eager to help Agent tells client it depends on what products are available Agent doesn't call back in 10 mins Agent doesn't call back
CLIENT EXPERIENCE	When I am considering your company, do all your channels explain why cover is important, and provide me with all the options available to my personal circumstances?	Client calls, Agent	<ul style="list-style-type: none"> Client goes to website Too much information Not enough focused information to make a decision
CLIENT EXPERIENCE	When I am considering your company, do all your channels explain why cover is important, and provide me with all the options available to my personal circumstances?	Client calls, Agent	<ul style="list-style-type: none"> Client goes to website Too much information Not enough focused information to make a decision
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THE CUSTOMER EXPERIENCE COMPANY

CURRENT CUSTOMER JOURNEY

CUSTOMER JOURNEY MAP
MAP FOR THE 'CURRENT' CUSTOMER JOURNEY

AWARE! STAGE

COMPANY

CUSTOMER PERSONA

TOUCHPOINTS

THE CUSTOMER EXPERIENCE COMPANY



CUSTOMER JOURNEY MAPPING - TRAINING WORKSHOPS

INTERACTIVE WORKSHOPS DESIGNED TO IDENTIFY KEY TOUCH POINTS & PAIN POINTS IN THE CURRENT CUSTOMER JOURNEY AND RECOMMEND IMPROVEMENTS FOR IDEAL FUTURE JOURNEYS

Customer Journey Mapping interactive 3 - 4 hour workshops allow participants to get out of head space of being a supplier and into the head space of being a customer. This allows them the opportunity to identify critical touch points, as well as pain points during a customer experience and make recommendations for improvements. After the Customer Journey Mapping workshop, participants categorize improvements into the key pillars of people, processes and technology and improvement tasks are allocated to the respective personnel in these departments to action.

CUSTOMER JOURNEY MAPPING workshops are run to identify the key touch points and pain points in the current customer journey and identify opportunities for improvement. Depending on time available, clients can opt for a 'Current Journey Mapping workshop' which lasts 3 hours or a 'Current & Future Mapping workshop' that lasts 4 - 6 hours. At the conclusion of the mapping workshops, participants are asked to submit a list of priority improvements in terms of people, processes and technology and allocate tasks to the relevant department heads.



FEES

Half Day (4 x hours) R20,000 + Vat (Up to 24 pax in 3 teams)
Full Day (8 x hours) R25,000 + Vat (Up to 24 pax in 3 teams)

Additional teams of 8 pax @ R2500 + Vat per team

FEES INCLUDE

- 3 x Customer Journey Maps A0 size for 3 x teams of 8 participants = 24 participants
- 3 x Customer Empathy Maps
- 3 x Customer Storyboard blueprints
- 3 x packets sticky notes
- 3 x packets of whiteboard markers
- 3 x packets of Prestick
- Bookings within 50km radius of Sandton, Johannesburg

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

CUSTOMER JOURNEY MAP - CORPORATE BRANDING

Customer Journey Maps can be branded with company logo at an additional cost of R500 + Vat per board. Please allow 14 days for design, print & delivery of branded maps.

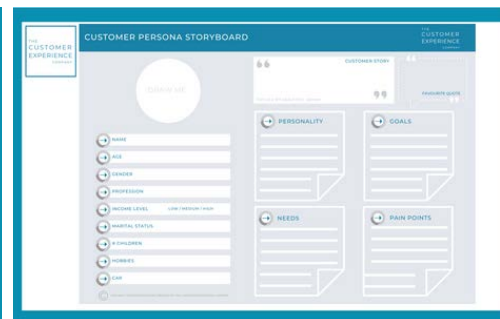
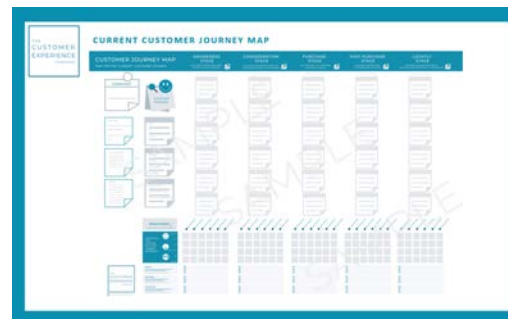


CUSTOMER JOURNEY GAME + CUSTOMER JOURNEY MAPPING - TRAINING WORKSHOPS

INTERACTIVE WORKSHOPS DESIGNED TO IDENTIFY KEY TOUCH POINTS & PAIN POINTS IN THE CURRENT CUSTOMER JOURNEY AND RECOMMEND IMPROVEMENTS FOR IDEAL FUTURE JOURNEYS

This training session starts with the interactive Customer Journey Game, creating some fun and setting the tone for the journey mapping workshop. Customer Journey Mapping interactive workshops allow participants to get out of head space of being a supplier and into the head space of being a customer. This allows them the opportunity to identify critical touch points, as well as pain points during a customer experience and make recommendations for improvements. After the Customer Journey Mapping workshop, participants categorize improvements into the key pillars of people, processes and technology and improvement tasks are allocated to the respective personnel in these departments to action.

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Additional teams of 8 pax @ R2500 + Vat per team

FEES INCLUDE

**HIRE of 3 x Customer Journey Games for up to 24 pax
PURCHASE**

3 x Customer Journey Maps A0 size for 3 x teams of 8 participants = 24 participants

3 x Customer Empathy Maps

3 x Customer Storyboard blueprints

3 x packets sticky notes

3 x packets of whiteboard markers

3 x packets of Prestick

Bookings within 50km radius of Sandton, Johannesburg

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
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THE
CUSTOMER
EXPERIENCE
COMPANY (SA)

CUSTOMER EXPERIENCE KEYNOTES

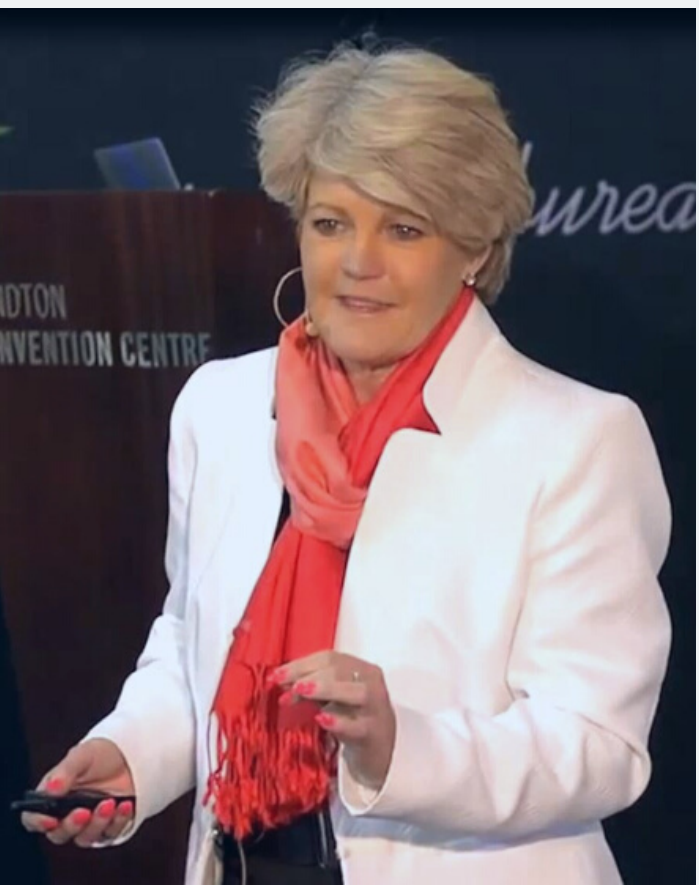
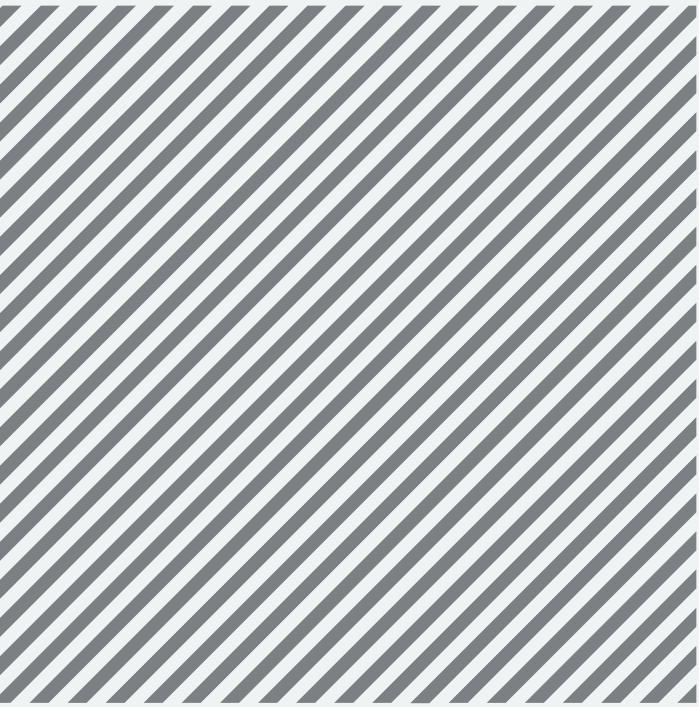
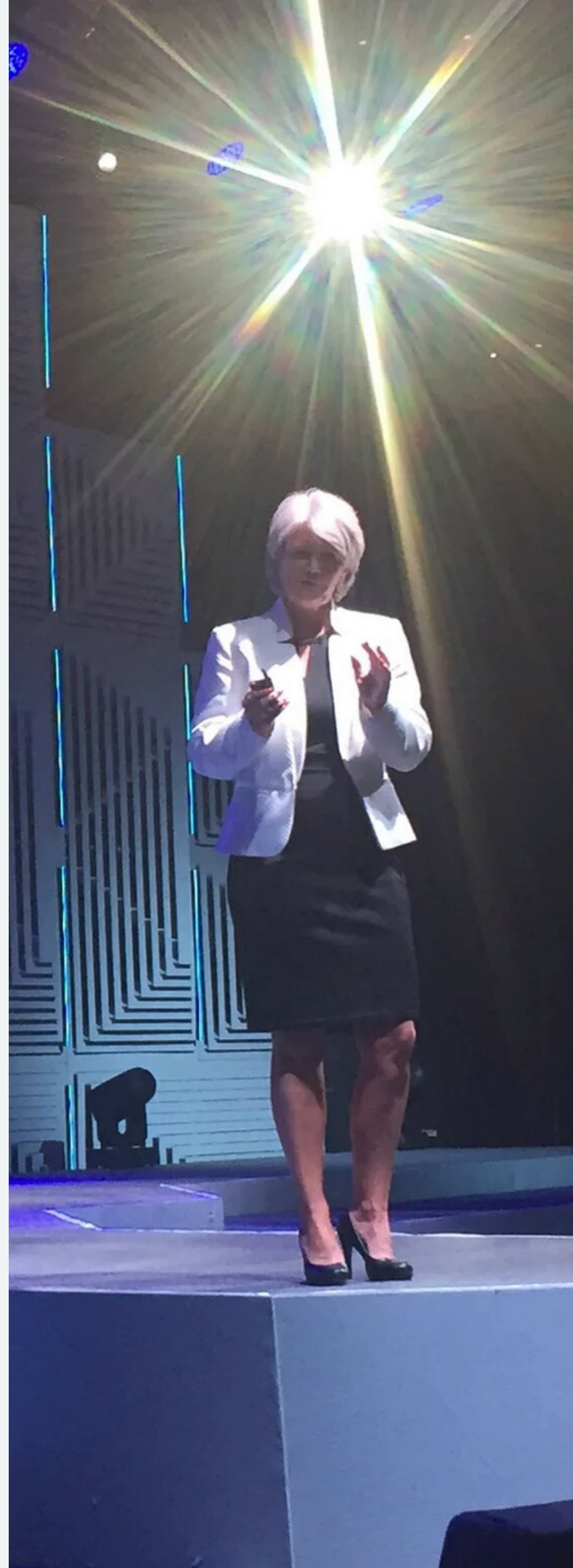
CX KEYNOTES & PRESENTATIONS FOR CONFERENCES, MEETINGS, TRAINING SESSIONS



VIEW ON WEBSITE
CUSTOMER EXPERIENCE KEYNOTES



LYNN BAKER





[CLICK TO WATCH THE LYNN BAKER SHOW REEL](#)





CUSTOMER EXPERIENCE KEYNOTE SPEECHES FOR CONFERENCES, MEETINGS, TRAINING SESSIONS & CORPORATE EVENTS

VIRTUAL OR IN-PERSON

LYNN BAKER is a recognized international speaker on Customer Experience who delivers fast paced and fascinating one hour keynote speeches for conferences and corporate events.

Presentations are designed to be visually stimulating and inspire audiences to change their thinking from merely delivering customer service to driving customer experience. The objective is to clearly illustrate that an end-to-end customer journey starts long before a customer buys and lasts long after they have purchased. Due to this, it is imperative that every member of an organisation understands the key touch points, pain points and obstacles along the current customer journey, that influence either a negative or positive experience.

Using examples of successful companies such as Disney, Amazon, Absolut Vodka, BMW and many others, Lynn illustrates what these companies are doing in to create competitive differentiation by driving a better customer experience and why they are succeeding.

Audience members leave with a heightened awareness of how much more they need to be doing if they are to win the war for market share, remain relevant and retain customers.

KEYNOTE SPEECH TITLES

MOMENTS OF MAGIC

Moving Beyond Customer Service to driving Customer Experience (All levels of audiences)

CUSTOMER EXPERIENCE BY DESIGN - THE STRATEGIC IMPERATIVES OF CX

Leadership / Management audiences

DURATION = 1 HOUR

FEES

VIRTUAL R15,000 + Vat

IN-PERSON R25,000 + Vat

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Road travel 50kms outside Sandton, Jhb charged at R6.50/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

REQUIREMENTS

Boardroom or training room with data projector + screen and sound or TV with sound

THE
CUSTOMER
EXPERIENCE
COMPANY (SA)

EXECUTIVE PRESENCE COACHING

EXECUTIVE PRESENCE & PUBLIC SPEAKING COACHING





EXECUTIVE ONE-ON-ONE SPEAKER COACHING

EXECUTIVE 1on1 SPEAKER COACHING is ideal for senior executives who are required to deliver high level business presentations to a Board of Directors, shareholders or employees. The Executive Speaker Coach assists them in every aspect of the of the presentation, from designing the framework and structure, through to the dynamic delivery of professional presentations. Coaching can include the overseeing of dry runs if required.

Executive Speaker Coaching is delivered in the comfort of the clients boardroom or training room and is run over one day from 09h00 – 16h00. However, for busy Executives, coaching can be split into 2 x 3 hour sessions. The first session covers the planning and preparing of a professional presentation and the second session covers Public Speaking Delivery Skills. Clients have the option of doing one or both of the sessions.

SESSION # 1 PLANNING & PREPARING A PRESENTATION FRAMEWORK & STRUCTURE (3 X HOURS)

During this session, the Coach shares a simple framework on which to design presentations that make it easy for the speaker to deliver and interesting for the audience to receive. Clients are requested to bring presentations they have done in the past or the content of one they are about to do in the future and this material is used as the working content, to ensure that the coaching translates to real business scenarios.

SESSION # 2 PUBLIC SPEAKING & BUSINESS PRESENTATION DELIVERY SKILLS (3 X HOURS)

During this session, the client delivers the presentation created in session one and this is filmed and played back for immediate feedback and coaching. Clients can also use this session as a 'Dry Run' session for forthcoming presentations.

NUMBER OF PARTICIPANTS

one

COACHING DURATION = 6 HOURS

One day 09h00 - 16h00 or 2 x 3 hour sessions

REQUIREMENTS

Boardroom or training room with data projector + screen and sound or TV with sound

FEES

VIRTUAL SESSIONS R15,000 + VAT

2 x 3 hour sessions

IN-PERSON SESSIONS R20,000 + VAT

2 x 3 hour sessions



EXECUTIVE SPEAKER PROGRAMME (GROUPS)

EXECUTIVE SPEAKER PROGRAMME is ideal for professionals who are required to deliver business, sales, and presentations to Exco. The Executive Speaker Coach assists them in every aspect of the of the presentation, from designing the framework and structure, through to dynamic delivery.

For the convenience of busy employees, the executive speaker programme is delivered in the clients boardroom over one day from 09h00 – 16h00. The first session covers the planning and preparing of a professional presentation and the second session covers Public Speaking Delivery Skills.

SESSION # 1 PLANNING & PREPARING A PRESENTATION FRAMEWORK AND STRUCTURE (MORNING)

During this session, the Coach shares a simple framework on which to design presentations that make it easy for the speaker to deliver and interesting for the audience to receive. Clients are requested to bring presentations they have done in the past or the content of one they are about to deliver in the future and this material is used as the working content, to ensure that the coaching translates to real business scenarios.

SESSION # 2 PUBLIC SPEAKING & BUSINESS PRESENTATION DELIVERY SKILLS (AFTERNOON)

During this session, Lynn Baker shares the secrets of delivering a dynamic business presentation, including the power of poise, the importance of posture, maintaining eye contact, holding attention using vocal pace and pausing for impact. Thereafter, participants are required to deliver the presentations they created in the morning and this is filmed and played back for immediate feedback and coaching.

*

NUMBER OF PARTICIPANTS

Max 6 participants

PROGRAMME DURATION = 8 hours

One day 09h00 - 17h00

REQUIREMENTS

Boardroom or training room with data projector + screen and sound or TV with sound

FEE R25,000 + VAT

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Excludes Professional Presentation Design
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

OTHER

Additional coaching over 6 hours charged at R2500 + Vat + travel

Assisting with presentation design 'off-site' at R1000.00 + Vat / hour (In Jhb)

LYNN BAKER



ABOUT LYNN BAKER

- CERTIFIED CUSTOMER EXPERIENCE SPECIALIST (CXS) (CX UNIVERSITY)
- FOUNDING BOARD MEMBER - CUSTOMER EXPERIENCE SOUTH AFRICA (CXSA)
- INTERNATIONAL CUSTOMER EXPERIENCE AWARDS JUDGE 2018 - AMSTERDAM
- GULF CUSTOMER EXPERIENCE AWARDS JUDGE 2019 - DUBAI
- PROFESSIONAL SPEAKER, TRAINER & FACILITATOR ON CUSTOMER EXPERIENCE

LYNN BAKER – Managing Director of The Customer Experience Company (SA) is a certified Customer Experience Specialist (CXS) (CX University) a recognized speaker, trainer and facilitator on Customer Experience and Founding Member of the Board of Directors of CXSA (Customer Experience South Africa).

Lynn consults with a wide range of clients on CX Strategy Design and customer-centric culture implementation.

QUALIFICATIONS & EXPERIENCE INCLUDE:-

- Disney Quality Service course in Disney World, Florida
- Customer Experience Masterclass Dubai
- Customer Journey Mapping Facilitator
- Disney Customer Experience Summit Disney World California 2018
- Judge Customer Experience International Awards, Amsterdam November 2018
- Judge Gulf International Awards, Dubai January 2019
- Certified Customer Experience Specialist' from CX University Feb 2019
- Designer of the Customer Experience interactive training 'Customer Games' series



[VIEW ON WEBSITE
ABOUT LYNN BAKER](#)





LET'S CONNECT

LET'S CONNECT & CHAT CUSTOMER EXPERIENCE



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