



WARNING

this is not a
traditional keynote
speech -
it's interactive,
drives engagement
& creates
experiences!



LETS
TALK
ABOUT **CEX!**

**CUSTOMER EXPERIENCE AS A KEY
DRIVER OF BUSINESS GROWTH**

**BREAKING
THE CONFERENCE MOLD**

**TRANSFORMING KEYNOTES INTO
EXPERIENCES!**

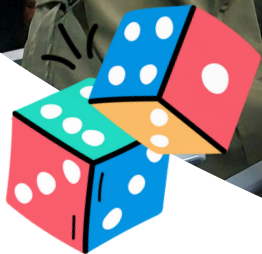
**EXPERIENCES
BROUGHT
TO YOU BY**

LYNN BAKER



In a world where audiences crave engagement—what if you could involve conference delegates in an experience so powerful, that it shifts their thinking and changes how they deliver customer experiences!





BREAKING THE MOLD

TRANSFORMING KEYNOTES INTO EXPERIENCES!

Are you ready to break the mold and transform your conference into a high-energy experience that educates, inspires, and drives real business results?

Forget predictable PowerPoints, Lynn Baker delivers a high-voltage experience that turns conventional keynotes upside down.

In an era of shrinking attention spans and soaring expectations, Lynn delivers what modern audiences demand: **engagement that educates, interaction that inspires, and experiences that drive business growth.**

With her signature energy and years of insight, she doesn't just talk about customer experience—she brings it to life! Audiences actively engage in an interactive experience that transforms how CX is understood and implemented.

Lynn is renowned for taking audiences on an experiential journey where they don't just hear about Customer Experience—they live it. A seasoned CX specialist, she brings dynamic energy, powerful insights, and real-world strategies to every keynote, inspiring audiences with what world-class customer experience truly looks and feels like!

THE BEST KEYNOTES DON'T JUST INFORM—THEY IGNITE ACTION!

By integrating The Customer Journey Game at conferences, you transform traditional keynote speeches into fully immersive experiences where attendees don't just listen—they participate, collaborate, and learn.

What if a keynote could do more than motivate? What if it could transform how people think about customer loyalty and growth?

This keynote with a difference is a game-changing experience that embeds customer-centric thinking deep into your organization. It transforms abstract customer experience concepts into an immersive, experiential learning activity that shifts thinking, changes behavior, and creates lasting impact.

Think Monopoly—with a brilliant CEX twist.

Based on the same methodology as the well known game of Monopoly where players win or lose money, in The Customer Journey Game players win or lose customers based on their actions during the game.

And the player with the most customers at the end of the game wins - **Just like in business!**





INTRODUCING THE CUSTOMER JOURNEY GAME

1

The Customer Journey Game is an interactive business board game designed to promote employee engagement in building a customer-centric culture in organizations.

With an innovative design, the game board replicates the stages of a customer journey, as well as the many touch points along the way.

The game enhances understanding of the end-to-end customer journey by emphasizing how each engagement either positively or negatively impacts an entire experience.

2

LET'S DRIVE EMPLOYEE ENGAGEMENT

This innovative game combines experiential learning and the methodology of Monopoly™ to empower players to shape future business success through delivering exceptional customer experiences at every touch point.

The game enables employees to realize their impact on customer experiences and consider how they can contribute to a smooth customer experience in the future.

The overarching message from playing the game, is that everyone in an organization has a contribution to make in delivering a seamless and delightful customer journey.

Whether customers are searching online, checking reviews, visiting a store, reaching out via phone, or interacting with front line sales, every customer engagement influences the overall experience.

The Customer Journey Game board is designed around the stages and touch points of a customer journey.

CUSTOMER JOURNEY STAGES

3

[WATCH THE CUSTOMER JOURNEY GAME INTRO VIDEO](#)



One game box accommodates a maximum of 8 players in a team and lasts approximately 60 - 90 minutes.

Key objectives of the game include:-



- driving teamwork & employee engagement
- raising awareness of touch-points on a customer journey
- breaking down inter-departmental silos and increasing cross company collaboration and sharing solutions
- involving employees in problem solving & creating understanding that everyone has a role to play in CX
- highlighting the importance of customer retention

YOU WIN 1 CUSTOMER.



On the way they encounter Happy Customer, Unhappy Customer, and Task blocks, drawing corresponding cards to win or lose customers.

In this engaging game, players roll a dice and move their customer avatar across a beautifully designed board.

PLAYER WITH THE MOST CUSTOMERS WINS!
Just like in business

4

Players landing on 'Task Cards' face challenges that test their customer service and creativity skills.

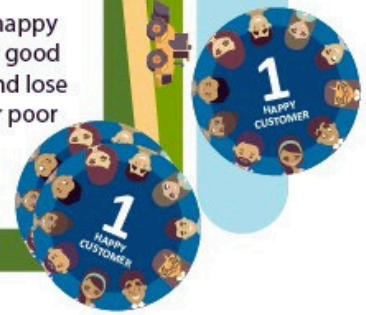
They are required to suggest service improvements, identify customer pain points, capture team selfies and share them on social media, or record their team singing a song.

Get ready to document your journey, as this game creates unforgettable memories.

The player with the most customers wins!

The goal is to accumulate the most customers and retain them, simulating the real-world of business competition.

Players earn happy customers for good experiences and lose customers for poor ones.





The Speaker Who Transforms Customer Experience from Concept to Reality

Transforming Customer Experience from Speech to Sensation!

Lynn Baker is a globally recognized Customer Experience Specialist (CXS) and she's redefining traditional keynotes with high-energy, immersive experiences that spark transformation. Her goal is to ensure that her audiences don't just hear about customer experience—they live it and leave inspired to revolutionize customer-centricity in their own role, as well as in the whole business. Blending storytelling, gamification, and real-world strategies, Lynn turns speeches into interactive sessions that break barriers, spark collaboration, and create lasting impact.

Lynn's achievements in customer experience are notable. She has studied with the Disney Institute at both Disneyland and Disneyworld, earned certifications as a Customer Journey Mapping facilitator, and holds a Customer Experience Specialist (CXS) certification from CX University USA, all of which have given her a wide breath of knowledge and experience of what customer-centricity really means.

As CEO of the Customer Experience Institute SA, Chair of Judges for the International Customer Experience Awards (iCXA) for six years and a founding Director of the Customer Experience Association of South Africa (CXSA), she has a wealth of experience in the world of customer experience.

After years as an international speaker, Lynn saw a shift in her audiences - they expected engagement, not passive listening. She knew CX learning had to be experiential to be truly effective. That realization led to creation of The Customer Journey Game—an innovative tool that immerses conference delegates in a better understanding of the customer journey, touch points and pain points. The game is highly effective in driving employee engagement, dismantling inter-departmental silos, and embedding customer-centric culture in a way that's both effective and thrilling.



simone@socialchemists.co.za



MAKE YOUR NEXT EVENT UNFORGETTABLE

How will delegates describe your next conference? As "just another event" – or "an unforgettable experience"?

Table Set-up



Each game box accommodates one team of up to 8 players per table. Room set-up should include banquet round tables with a maximum of 8 chairs. Game board size is 1170mm x 970mm

Keynote & Game Duration - 90 mins



The experience starts with a 30 minute introduction to customer experience keynote, followed by The Customer Journey Game for 60 mins.

Depending on time availability, a 30 minute feedback session can be added to the session.

Team Make-up



Teams are made up of 6 - 8 players per table. Team configuration is optional, however It is recommended that teams consist of one player per department

[View Team planner template](#)



GAME SET-UP

The Customer Journey Game needs to follow a tea or lunch break, in order to allow time for set-up. Depending on the size of the group, it is recommended that 30 minutes is allowed for setup. Set-up requires that tables are cleared of all writing materials, pens, water, etc.

TECHNICAL

The Customer Journey Game is preceded by an introduction to customer experience presentation, as well as a video on how to play the game. Technical requirements include a clip-on coachman microphone for the speaker, a large screen and good sound.



Get in Touch with Simone

 simone@socialchemists.co.za

 +27 76 623 6580