

# **B** LYNN BAKER

## #CXGENERATION

Customer Experience is the key driver of competitive differentiation moving into the future.

Customer Experience is acknowledged as being the key point of competitive differentiation for future success and during this fast paced and fascinating presentation, Lynn Baker shares what customer experience is, why we need it and how we get it! Customer Experience is often confused with customer service; yet there is a vast difference.



**Customer Service is defined as:** - the assistance and advice provided by a company to people who buy or use their products or services'.

**Customer Experience is defined as:** - the total interaction, from start to finish, between an organization and a customer.

Customer Experience encompasses every touch point a customer uses to interact with your company or your brand, whether it be by phone, email, website, retail outlet, call centre, social media or sales representative.


Highlighting the demands of today's savvy and sophisticated customers, Lynn shares how successful global brands such as Disney, Apple and many others are using customer experience innovations and technology to attract new customers, retain current customers and create brand advocacy.

**This presentation is designed to shift the thinking of the audience about the role they play in the customer experience journey and what contribution they can make to ensure its success.**

### **6 Critical Customer Experience Drivers:-**

- Remaining relevant to your target market
- Convenience, access and personal control
- Personalisation and information integration
- Trust, Loyalty & Reward
- Social Responsibility
- Customer Engagement

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