

DAUDI MUGABI

**Customer Experience Strategist
Certified CX Assessor | Speaker**

Helping leaders see where customer experience, operations and commercial performance stop agreeing.

CONTACT

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PROFESSIONAL PROFILE

Daudi Mugabi is a customer experience strategist, Certified CX Assessor, speaker and business leader with more than 15 years of experience across customer experience, marketing, business operations and organisational leadership.

His work sits at the point where customer experience and business performance meet. He helps leaders identify where customer feedback, operational realities and commercial results stop agreeing, and where apparently healthy reports may be concealing failed conversions, broken promises, silent customer exits or revenue exposure.

With training in professional marketing and business analysis, Daudi examines the systems, decisions and incentives that shape whether customers proceed, remain, return or leave.

CUSTOMER EXPERIENCE EXPERTISE

- Customer leakage and commercial performance
- Customer experience strategy and governance
- Customer journey and operational alignment
- Voice of the Customer and customer intelligence
- CX measurement and management reporting
- Leadership decisions that affect customer outcomes

FOUNDER, CUSTOMER LEAK LAB

A platform helping organisations identify the gaps through which customers, trust and revenue are lost.

Corporate Affairs Manager, Statewide Insurance Company Ltd.

EXPERIENCE

15+ years

Across customer experience, marketing, operations and organisational leadership.

Professional standing and public work

PROFESSIONAL QUALIFICATIONS

Certified CX Assessor

Customer Institute

Certificate in Professional Marketing

Chartered Institute of Marketing

Certificate in Business Analysis

BCS, The Chartered Institute for IT

Master of Business Administration

Coventry University

CX LEADERSHIP AND MEMBERSHIPS

- Board Member
Customer Institute
- Founding Member and Board Advisor
Customer Experience Association of Uganda
- Member
European Customer Experience Organisation

SPEAKING AND THOUGHT LEADERSHIP

Daudi speaks to leadership teams, customer experience professionals, business owners and conference audiences about the commercial consequences of customer experience.

01 The Customer Leaks Hiding in Plain Sight

How strong customer reports can coexist with lost customers, revenue and future value.

02 The Leadership Decisions Customers Feel

How priorities, incentives, approvals and internal structures become part of the customer experience.

03 When Small Service Failures Become Growth Problems

How delays, handovers and broken promises affect trust, retention and commercial performance.

200+

business conversations through Business Mic and the Customer Leak Lab podcast. This experience has sharpened Daudi's ability to ask useful questions, recognise recurring business patterns and communicate complex ideas clearly.

CUSTOMER LEAK LAB

Daudi founded Customer Leak Lab to help organisations connect customer, operational and commercial evidence, identify hidden areas of customer and revenue loss, and make clearer decisions.

www.customerleaklab.com