



**CX4ROCKS, LLC**

**SEAN ALBERTSON**

# COACH 4ROCKS



"Loved optimize before you automate!"  
- Kathy D

"Excellent example of synergy between technology and people."  
- Tarek E



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## SPEAKING & ENGAGEMENTS

- 20 to 60-minute keynotes or breakouts
- 1 to 4-hour Masterclass training sessions
- Half-day, full-day or two-day workshops
- Coaching and consulting (individual/team)



### COACH 4ROCKS

Aimed at the contact center, the COACH program specifically focuses on how managers can integrate the ROCKS Strategy into quality observations and coaching for front line associates. Providing analytic insights to agent performance trends, leaders can leverage this to help agents remove rocks.



### SEAN ALBERTSON

Sean has been a customer experience practitioner and sought after thought leader for over 20 years. He has helped companies like Charles Schwab, T-Mobile and others improve the experiences for their customers to drive loyalty. Sean specializes in the intersection of survey programs, text and journey analytics, leveraging artificial intelligence to bring out the power of new technology. Sean has advised CEOs and COOs on strategic CX initiatives and directed the implementation of these programs across customer service, marketing, product, technology and digital teams.



### 4ROCKS

**Transforming the Customer Journey to Reduce Effort and Drive Customer Loyalty**

The book, 4ROCKS, covers Sean's detailed strategy to reduce effort and increase loyalty that he spent the last 15 years developing.

"Sean knows customer experience. He understands that 80 percent of the issues your customers face can be attributed to just 20 percent of the causes. These are your rocks that create effort and friction. Improving the journey comes down to addressing these customer rocks."

Stan Phelps, author the Goldfish Series of Books

### CALIBRATING ON ANALYTIC CALL HANDLING

In contact centers specifically, coaches will determine business success more than most other roles in the company. Frontline employee's performance is often dictated by their coach's ability to not just educate them on the right processes and procedures, but more importantly on their skills in making a positive impact on the customers. In most centers, coaches or supervisors are often promoted from the frontline teams. However, great associates don't often make great coaches without significant training and development. Companies must invest in coaches and more importantly in coaching skills.

### COACH 4ROCKS CONTENT

The COACH program was developed in coordination with the ROCKS Strategy to focus on the employee and their challenges to help their customers navigate the overall journey. One of the hardest things for most contact center coaches is to take the time and energy needed to cater individualized coaching programs to each of their team members. Only with a strong strategy and advanced tools can the coaches help their team members reach PEAK performance.

Introducing the PEAK QA program:

- Professionalism
- Efficiency
- Advocacy
- Knowledge



"Sean delivered his message on coaching in the new world, leveraging AI to drive scale and create the ability to eliminate rocks. It was inspirational! He said, 'Only the contact center employees have the hearts and minds to care for the customers and help them navigate the complexities and technology.' It is so true, and our teams needed to hear that. With all the talk of AI eliminating jobs, Sean's focus on using that technology to deliver better experiences will help us rally behind the focus on the customer!"

*Jrina L*



Recent speaking engagements: