



CX4ROCKS, LLC

SEAN ALBERTSON

ONLINE 4ROCKS



"Extremely insightful and engaging!"

- Larry P

"Sean is truly an expert in CX and UX!"

- Jeff S



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www.cx4rocks.com



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)



ONLINE 4ROCKS

The last topic is dedicated to the development of web and mobile resources our customers demand in today's marketplace. These sessions focus on 4ROCKS solutions in the digital channels, User Experience (UX) and can help ensure your digital assets are aligned with the rest of your programs.



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.

"Customer expectations about the experience are high, and they continuously evolve. They want the experience to be simple, effortless, frictionless, seamless, convenient, consistent, relevant, and personalized! When Sean writes about breaking rocks, he's talking about doing those things that are necessary to deliver the experience that customers expect.

Annette Franz, author of Customer Understanding: Three ways to put the customer in customer experience

ORGANIZING NEXT LEVEL INTERNET NETWORK EXPERIENCE

In ONLINE 4ROCKS, we'll focus in on the digital contributions on customer experience and review a program specific to website and app development that can identify and eliminate customer ROCKS or pain points. Keying into these fast-growing service channels will help any organization drive improved self-service and reduce effort. We'll discuss best in class methods for digital DESIGN. The online experience is not a static target, but an experience to be constantly challenged to improve. Speed and security are keys to success, but we can't jump into the new and different without tethering ourselves to the basics of customer experience considerations of the journey.

TEAM 4ROCKS CONTENT

Because digital tools enable speed, flexibility, and driven by the customer, need to create an agile process for your efforts. This requires a cyclical product development lifecycle that will allow for constant growth and improvement, all the while focusing on the true purpose of digital transformation, to remove ROCKS. Great teams focus on consistent D.E.S.I.G.N.S.

- Deploy
- Experiment
- Survey
- Interview
- Group
- Navigate
- Start Over



"I had Sean signed up to deliver a keynote for my conference. Because of last minute cancellations, I found that I needed another panelist and needed someone to run a breakout session. Sean volunteered without hesitation. He stepped in with very little notice and turned a potentially broken program into extremely valuable dialogue. Comments from attendees were raving about the content and Sean's leadership. Oh, and he knocked the keynote out of the park too. Great job Sean!"

Robertia O.



Recent speaking engagements:

LET SEAN CUSTOMIZE A PROGRAM JUST FOR YOU!