



CX4ROCKS, LLC

SEAN ALBERTSON

PATH 4ROCKS



"Effective energy and relevant stories."

- Patrick P

"Excellent information and awesome delivery."

- Irina L



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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)



PATH 4ROCKS

Deeper dive into the technology and architecture required to build out the ROCKS Strategy. With an emphasis on the data needs and vendor selections, this program is geared for technology and support organizations as they seek to develop the building blocks of the organizations CX strategy to reduce effort and increase loyalty.



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.

"What Sean has created with his 4ROCKS Strategy takes the concept of delivering an 'effortless experience' to a new level of practicality. More than just thought leadership, this book and Sean's keynotes, enable the kind of changes that all companies need to put in action."

Rick DeLisi, co-author *The Effortless Experience and Digital Customer Service*

PREPARING ANALYTICS TECHNOLOGY HUB

Companies can have varied approaches to managing their Customer Experience (CX) research programs. Some may not have a strategy at all and end up with a dry riverbed where tools, data and processes are just thrown together. Walk this path and you'll end up with stubbed toes and turned ankles. Some companies may have some semblance of design, but really the pieces were picked independently, and it is more luck than anything on how they fit together. Other companies invest large dollars to pick the best-in-class solutions or develop a fully integrated platform. The PATH content helps companies understand where they are, but more importantly, help them plan for where they need to go.

PATH 4ROCKS CONTENT

As a company determines their investment in people, process and platforms, they have the opportunity to align on a clear PATH. By understanding the technology already available and aligning the employees on the strategy companies can work together to find the rocks your customers face. There are five key components to preparing your environment for advanced research.

- Set Boundaries & Direction
- Level Foundation
- Solidify Base
- Lay Out Framework
- Fill in the Gaps



"Sean's PATH program helped me articulate the challenges AND opportunities in my organization to align teams and tools across the company. This engagement created the opportunity for our company to drive real change in the customer experience and rally around the right stories and strategies. Sean also has coached me over the last several quarters as we embarked on the journey and has been instrumental in our success. We continue to knock out major rocks in the experience.

Thanks Sean!!

Sara V



Recent speaking engagements:

LET SEAN CUSTOMIZE A PROGRAM JUST FOR YOU!