



CX4ROCKS, LLC

SEAN ALBERTSON

TEAM 4ROCKS



"You want to get motivated, listen to Sean!"

- Marie E.

"Truly inspiring message and so relevant in today's business"

- Brad C



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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)



TEAM 4ROCKS

To truly embrace the ROCKS Strategy, organizations can't overlook the alignment with Employee Experience (EX). This topic is developed for HR teams or anyone else looking to get the most out of their people and culture to focus on making things easy for their customers.



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.

"4ROCKS delivers a thoughtful exploration. It effectively delves into the intricate layers of customer experience, providing practical approaches to problem-solving and implementing positive change. This well-researched book will undoubtedly serve as an invaluable guide that helps elevate customer experience and create loyal customers for life."

Vidya Raman, author of Lucky You and Finding Fulfillment in the Corporate World

TRANSFORMING EMPLOYEE ALIGNMENT & MOTIVATION

For companies to truly focus on CX, they need to also understand their Employee Engagement (EE). Transformational engagement isn't just about having happier employees, it is about aligning the employees to focus on the customer...to be their advocate. We've heard, happy employees make happy customers, but really it is engaged employees that drive customer loyalty. One key is that you need to engage various team members with diverse background to use their EE to drive CX in their own way. This is also the foundation to creating a customer centric culture. It isn't about potlucks or ping-pong tables. This is an exercise to win the hearts and minds of your team.

TEAM 4ROCKS CONTENT

For most companies, finding the ROCKS is only the first step. It takes a TEAM to rally around the concepts and work to identify the opportunities to make the customer experience easier. It takes everyone in your organization to create great experiences...everyone. For this reason, you need to activate across your company to drive success. There are six key attributes of a successful TEAM.

- Common Goals
- Clear Member Expectations
- Distinctive Roles
- Shared Standards
- Multiple Leaders
- Tied to Results



"Sean spent his career in telecommunications and financial services, but what he learned and shares at events translates beyond those industries. I found his ability to translate his experience to healthcare was invaluable and gave us insights we would have missed if we had only focused on speakers from our industry. His stories were heartfelt and encouraged all of us to focus on our employee, whether that be nurse, doctor or support team. I can't wait to have him join us again next year!"

Eric H.



Recent speaking engagements: