



CX4ROCKS, LLC

SEAN ALBERTSON

4ROCKS



"Pertinent, thought provoking
- Carol A

"Riveting story teller describing experience and best practices."
- Martha S

Sean@cx4rocks.com

303-915-2186

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)



ROCKS

General overview of the ROCKS Strategy, including processes, tactics and technology. Provides organizations with a guide to identify the most important customers' struggles that create disloyalty. Developed for leadership teams to understand the key opportunities and provides the right stories to align your organization.



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

Reduce Effort, Drive Loyalty, Transform the Customer Journey

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

"I highly recommend 4ROCKS to every business leader who is interested to not just understand the concept of reducing effort, but actually want to do something about it. Sean's framework has been honed during a career spent improving CX for some of the biggest brands, so it's rooted in the realities of the corporate world."

Matt Dixon, co-author *The Effortless Experience*, *The Challenger Sale* and *The JOLT Effect*

THE WINDING JOURNEY

In business, we try to develop easy, straightforward processes, only to find that our customers bounce back and forth between contact channels when seeking resolution. Their journey looks more like a winding river than a straight path. Like a river, our customers hit rocks in our business that cause friction and increase effort. These business rocks are sometimes hard to find as everyone's experiences are different. In the ROCKS Strategy, Sean outlines the primary steps for any organization to identify the rocks, analyze them and prioritize the most important to focus on. Then your organization can strategically improve the experience and increase customer loyalty.

ROCKS STRATEGY IN 7 STEPS

There are seven steps to deploying the ROCKS Strategy across your organization. Positive impacts can begin as early as step 3! However, if you follow the strategy through to the end, you will be able to show significant return on investment for your efforts. The ROCKS strategy has been proven to fit any business, any industry, and will provide a clear set of tactics you can follow.

- Gather Your Crew
- Row the Same Way
- Measure Difficulty
- Explore Further
- Map the River
- Identify the Rapids
- Surface the Rocks



"Sean has spoken for the conferences I run several times now, and I can't say enough about how incredible he is. He's done keynotes, panels and masterclass sessions for me, and I can always count on Sean to deliver engaging, passionate and powerful presentations. The feedback from conference attendees is always exceptional. Sean isn't just a great speaker and engaging storyteller, but he is also a pleasure to work with. Sean always delivers more than I have asked and helps me promote my events as well."

Thanks Sean!!

Marisa B



Recent speaking engagements:

LET SEAN CUSTOMIZE A PROGRAM JUST FOR YOU!