

Rhonda Sheets

Founder, President and CEO
Support EXP



Rhonda Sheets is the Founder, President and CEO of Support EXP, established in 1997. She is an internationally recognized thought leader, innovator, author, trainer, speaker and trusted partner in the financial services industry. Rhonda has successfully positioned Support EXP as the preeminent leader in developing and delivering actionable performance management solutions for the financial services industry. Her organization has built and maintains an active, global presence including 37 states in the USA, as well as Canada, the British and US Virgin Islands, Germany, Belgium and the Netherlands.

For more than 25 years Rhonda has been passionate about achieving superior performance results for bank and credit union clients - results that are uniquely tailored, pragmatic, holistic and enduring. Rhonda's speaking engagements and training sessions are objective-based and reflect a commitment to make game-changing differences in those who attend.

Rhonda is an effective and results-driven innovator of products and services that drive performance optimization from the face to the core of financial institutions worldwide. She has lectured at conferences and seminars all over the world, written articles for numerous industry publications, and trained nearly 10,000 bank and credit union managers and top executives. Through her company's analysis of more than 1,000,000 service experiences captured in the live, dynamic environment, she has become one of the leading experts in the world on topics related to improving the customer/member experience, and has pioneered the use of Actionable Analytics to effect powerful organizational change based on alignment around service quality objectives.

As a visionary and innovator, Rhonda has consistently been in the forefront of achieving superior CX performance results for banks and credit unions – putting them at the front of the CX Movement by using **Actionable CX Intelligence to create loyal customers for life.**

In addition to her professional work with financial institutions, Rhonda is the founder and driving force behind Support Global Outreach (Support GO), an international service organization that operates on the foundation of developing global leaders who can make a difference among their local communities with care, compassion and education. Support GO provides grants, educational support, and advocacy, as well as working hands-on alongside developing leaders to fulfill their visions in the U.S., Africa and Argentina. As the face of Support GO, Rhonda works directly on the front line by delivering inspirational talks and conferences internationally with a message of hope.

Executive Consulting Services

As an executive consultant, Ms. Sheets focuses her knowledge, skills and experience on the client's specific needs around CX issues impacting the banking and credit union communities, such as:

- Identifying and removing friction that can lead to customer/member attrition
- Adapting to heightened demand to compete in a rapidly evolving digital culture
- Using Actionable CX Analytics to overcome obstacles to customer/member engagement
- Designing and executing CX strategies that break through current revenue-limiting barriers
- Increasing customer/member loyalty to prevent business from going elsewhere
- Aligning functional areas around the customer/member experience to overcome organizational disconnect

Your Investment Includes

- A personal phone consultation with Rhonda Sheets prior to your event
- Planning time, including conference calls with meeting organizers
- Powerful and effective delivery of the presentation

Previous Engagements Include:

- 2017 Analytics and Innovation (AXFI) Conference – Minneapolis, MN
Keynote: "Loyalty-in-the-Moment: The New Norm of Generation CX - Why Today's CX Methods and Metrics Won't Work Anymore"
- 2016 Defense Credit Unions Council (DCUC) Annual Conference – Boston, MA
"Five Critical Challenges Facing Credit Unions Around the Member Journey"
- 2016 Analytics and Innovation (AXFI) Conference – Minneapolis, MN
"Five Critical Challenges Around 'The Customer Journey'"
- 2015 CUNA Operations, Service & Sales Conference – Las Vegas, NV
- 2013 Sales and Service Client Conference – SaskCentral – Canada's Credit Union System
- 2012 Argentina Bank Marketing Association Conference (AMBA) – Argentina

Contact Information:

To schedule an engagement or consultation, please contact:

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