

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. Recognizing a critical need to help financial institutions get ahead of the CX Movement, Rhonda has successfully positioned Support EXP as the leader in actionable solutions for measuring and managing the entire customer journey. 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 clients by putting them in control of Actionable CX Intelligence to create Loyal Customers for Life. She is a leading expert on improving the customer experience by capturing actionable feedback directly FROM customers for an immediate and measurable impact.

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 banking managers and top executives in the core aspects of organizational alignment to service quality objectives.

As a visionary in business development, Rhonda is one of the leading experts on topics related to improving the customer experience through her company's analysis of more than 1,000,000 service experiences captured in the live, dynamic environment. She guides banking executives to make results-driven operational decisions by converting ideas into actions that impact their institutions' retained, repeated and referred business. For more than 20 years she has been passionate about achieving superior performance results for clients—results that are measurable, consistent and sustainable.

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 develops 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 vision. Through Support GO, Rhonda embarks on journeys that impact people, groups and communities by delivering inspirational talks and conferences focused around the message of faith and hope.