

For Immediate Release

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Rhonda Sheets to Reveal “Disruptive Forces” of CX Analytics at 2017 Analytics and Financial Information (AXFI) Conference

Rhonda Sheets, the founder, President, and CEO of Support EXP, will give attendees of her Keynote Address at the 2017 Analytics and Financial Information (AXFI) Conference the opportunity to be among the first to learn about the **Disruptive Forces** of CX Analytics – the groundbreaking strategies identified and developed by Support EXP for effectively and profoundly measuring and managing the member experience. These Forces draw on the valuable CX elements of the past and the technologies of the present to constitute a comprehensive, multidimensional, forward-looking array of Actionable CX Analytics. Such “new” metrics, informed by authentic, real-time member feedback, are indispensable to taking direct, focused action to draw your members closer to you.

In her Keynote Address on “**Loyalty-in-the-Moment: Say Goodbye to Today’s Measurement and Metrics,**” Rhonda will highlight five Disruptive Forces that are imperative for building and sustaining the member loyalty necessary for revenue growth and profitability. In today’s CX Movement, where consumers hold the power to determine the winners in the marketplace, mastery of the Disruptive Forces is crucial to earning your members’ loyalty every day, with the goal of creating Loyal Members for Life!

The AXFI Conference brings together experts and leading researchers in the field of analytics and financial innovation to collaboratively discover solutions to industrywide issues. This year’s AXFI Conference, to be held June 11-14 in Minneapolis, will deliver education and insight into big data, analytics, and innovative technologies like artificial intelligence and blockchain.

[Click Here](#) to register for the 2017 AXFI Conference.

Use promo code: **EXP10** to receive 10% off your registration.

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About Rhonda Sheets: Rhonda is an internationally recognized thought leader, innovator, author, trainer, speaker and trusted partner in the banking community. Recognizing a critical need to help financial institutions compete to win by getting ahead of the **CX Movement**, Rhonda has successfully positioned Support EXP as the leader in delivering actionable solutions for measuring and managing the entire member journey. For more than 25 years, Rhonda has been passionate about achieving superior performance results for banking clients through the CX – results that are uniquely tailored, pragmatic, holistic and enduring. 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 consistently been in the forefront of achieving superior CX performance results for financial institutions – putting them at the front of the CX movement by using **Actionable CX Intelligence to create loyal members for life.**

About Support EXP: Support EXP is the leader in innovative, Member Experience (CX) Actionable Analytics that enable financial institutions to get in touch with the CX Movement by actively and holistically measuring and managing the entire member journey – in real time. From pinpointing member friction to closing performance gaps and building loyalty, our **CX Actionable Analytics Wheelhouse of Solutions** and integration expertise enable you to gain control over every facet of the member journey – from front office to back office – so that you draw your members closer – *to you.*