

VOICE OF OUR CUSTOMERS

I want to share our VOC, the voices of our customers, those who have attended the Global CEM Certification Program to learn more about the branded customer experience management methodology (Branded CEM Method).

Europe

“The Branded CEM Method from Sampson Lee is very useful to change mind-sets of employees and get to understand the customer better. Many companies are customer oriented but in an internal and process oriented way. With this method you learn to see what the customer experiences and with this new focus it is easier to find points for improvement and get better understanding for what is important for the customer. The methodology is easy to use and implement and of high use for me and my department.”

**Linda de Winter, Head of Commercial Service Desk
Swisscom (Switzerland)**

“Thanks Sampson for one of the most mature and best structured approaches to strategic and operational customer experience management! His Branded CEM Method brings a lot of new aspects to the existing approach and definitely improved it with a straight forward and end-to-end ideas from strategy to implementation.”

**Thomas Berger, Head of Digital
Toyota (Germany)**

“Sampson's Branded CEM Method offers great insights on where to put priorities when resources are limited. We use it in our daily battle to create branded experiences that matter.”

**Marc Dirix, Service Development Manager
bpost (Belgium)**

“I had the opportunity to meet Sampson by attending Global CEM Certification Program. He managed to create an inspiring course with a complete overview of the Customer's Experience. It challenged me to approach things from different perspectives and offered interesting views on managing and improving Customer Experience programs. The Branded CEM Method is really an eye-opening and brave method.”

**Andrei Calin, Head of Customer Care & Services
ING Bank (Romania)**

“Sampson's Branded CEM Method provides a unique view into the world of Customer Experience Management, combining and enhancing old and new concepts to bring a new view to a potentially confusing space. If you don't know your UX from your NPS, his methodology will provide clear insight and guidance to help you focus on where you can have the greatest impact.”

**Robert Pepler, Manager - Portal Experience Team
Hewlett-Packard (United Kingdom)**

“Sampson's Branded CEM Method is pivotal to my career development and enables me to develop into business leader rather than customer service specialist.”

**Wayne Grimshawe, Head of Customer Services
Barclays Corporate (United Kingdom)**

Europe

“I took one of his Global CEM Certification Program. Sampson’s Branded CEM Method helps you to adopt your customer’s view and make valuable decisions on how to improve experience and profitability: breaking down customer journey in touch-points, to understand customer’s holistic value of every touch-point (transactional and emotional), where it is worth it to invest to improve customer experience and how to implement it. To me, Sampson is one of the best experts on CEM worldwide!”

**Julio Herrera-Estevez, Chief Operation Officer
Pavigvm (Spain)**

“Sampson Lee’s methodology provides valuable insights and the means to put theory into practice. With his methodology, Sampson really challenges traditional thinking, showing how to achieve more with less.”

**Carmen Phillips, Owner
Phillips MCT (Netherlands)**

“I attended the Global CEM Certification Program and would highly recommend Sampson’s Branded CEM Method due to its thought provoking nature and relevance to touch-point design. It’s an interesting perspective that you must take into account as part of your overall CX arsenal.”

**Zaheer Gilani, Sr. Principal Business Consultant
Genesys (United Kingdom)**

“I attended Sampson’s Global CEM Certification Program in Copenhagen. Sampson proved exceptional knowledge of the CEM subject and made the journey from the customers experience result into practical steps and tools for companies to apply. Sampson uses real-world examples applicable for all kinds of businesses to embrace and take action upon. I highly recommend Sampson’s Branded CEM Method. If all marketers, salespeople and CXO’s would apply the methodology to their companies, the world of trade would be a joyous ride for us all!”

**Arne Fossheim, Founder & Owner
Customer Insight AS (Norway)**

“Release yourself from mediated brand myths and engage to real brand processes. Sampson’s Branded CEM Method sheds practical light on interconnecting methodological framework helping to make branded CEM actionable and real value comes with practice.”

**Liutauras Daugirdas, Partner
SYNOPTICOM (Lithuania)**

“I attended the Global CEM Certification Program in London in 2007. Sampson’s Branded CEM Method was for me an eye-opener and since then we are very attentive at customer touch-points and at how to enhance customer experience on our IMD campus.”

**Guy Schröcker, Executive Director Marketing & Communications
IMD Business School (Switzerland)**

Europe

"I have had the pleasure of working with Sampson on one of the first European sessions of his certification program. His Branded CEM Method is very insightful, and is a step-by-step approach on how to run a CEM program and how to focus on the key elements in the Customer Experience. I would absolutely recommend Sampson's methodology!"

**Remy Simonis, Senior Formule Manager Coordinatie centrum
ING (Netherlands)**

"During the 2 days of the Global CEM Certification Program I can honestly say that my eyes were opened and I came away with an entirely new understanding of what drives customer behavior and how emotions and brands are tightly intertwined. Sampson is a visionary and a great champion for customer experience, his deep understanding of his subject allows anyone interested in this topic to come away with plenty of food for thought."

**Kevin Caulfield, EMEA Project Manager (IT Security and e-Commerce)
(United Kingdom)**

"In my search for CEM models, I was lucky to find Sampson's Branded CEM Method. I participated at the Global CEM Certification Program held in London. He says that they've been lucky to have many program attendees to support them (half of the attendees are "repeat customers" or coming from referrals). I question myself: Can be wrong so many professionals from big Companies? If you want to find out how is possible to roll out this CEM program 45 times in 18 cities, you must Experience it your own. Have a nice Customer Journey with such a great captain!"

**Jorge Garcia Del Arco, Founder
ImproveChange.org (Spain)**

"The Branded CEM Method from Global CEM Certification Program by Sampson Lee was very inspiring! It is a practical guide for the implementation of concepts and solutions to specific business problems."

**Yulia Avgul, Managing Partner
Avgul Expert Company (Belarus)**

"I met Sampson as teacher/moderator during the 2-day CEM master class. I still use the unique and 'well thought out' ingredients to truly help my customers to understand their own clients. Highly recommended to listen to Sampson's innovative and valuable methodology."

**Rob Brosens, Owner en Managing Partner
Customer-i (Netherlands)**

"It's an eye opener! Sampson's Branded CEM Method offers brand new perspectives on where to invest and where to cut costs. CFOs are not the average target audience when talking about customer experience, but we have their attention now!"

**Linda Højbjerg, Program Manager
GN Netcom (Denmark)**

Europe

"Sampson's Branded CEM Method brings a challenging but very valuable view on customer experience management. Very pragmatic, his examples, based on solid research help building required buy in inside our large organization."

**Luc Delepine, Commercial Banking - Business Development - Program
coordination
ING (Belgium)**

"I've had the pleasure of experiencing an eye opening, knowledge packed super intense customer experience master class by Sampson Lee. His novel experience management approach is directly applicable and produces great results. A must for any customer experience professional, I wholeheartedly recommend his Branded CEM Method."

**Gerdien Dalmulder, Eigenaar
Caramel Business (Netherlands)**

"I participated in the Global CEM Certification Program. It was one of my first encounters with the concept of Customer Experience Management and it was a revelation. I was positively surprised by the depth of theoretical thinking and practical concepts. Sampson's inventions of branded CEM and emotional curve turn the "soft stuff" into "hard", "measured" and "monetized". I recommend his Branded CEM Method to anyone in the business of customer care.

**Leszek Soltysik, Owner
MoreInfo Consulting Services (Poland)**

"I highly recommend Sampson's Branded CEM Method. The methodology combines customer needs and brand values in a manner that is more complete than other methodologies. The approach helps you to identify the areas to focus on by designing the customer experience. It helps you to design an experience that aligns the brand promise and service delivery, and to create loyal customers and promoters of your brand."

**Wim Geerdink, Manager Servicedesk
BOVAG (Netherlands)**

"I've attended the 2013 Amsterdam class of the Global CEM Certification Program. Sampson provided a truly useful and highly practical method of building and increasing customer experience and customer value in our consulting and solution services organization, always with a clear focus on bottom line results. I highly recommend marketing and service executives pulling from Sampson's ideas to provide their own customers a unique and effective experience."

**Markus Waser, Founder & Owner
waser iPM (Switzerland)**

"I attended Sampson's Global CEM Certification Program in London and a lot of bricks fell into place. I can clearly see how to start and run my CEM program. I highly recommend his Branded CEM Method."

**Sven-Erik Bergman, Marketing Campaign Planner
SpareBank 1 SR-Bank (Norway)**

Europe

“I had the opportunity to meet Sampson by attending the Global CEM Certification Program in Amsterdam. His thoughts about customer experience is innovative and exciting, and I learned a lot from Sampson’s Branded CEM Method.”

**Petter Selvikvåg Berge, Business Controller
Nordic Choice Hotels (Norway)**

“The Branded CEM Method Sampson Lee has developed is a very effective method to drive tangible results and change within today’s organizations – delivering more with less. It provides a practical step-by-step approach to translating business objectives into branded multichannel strategies. It proves that sustainable competitive advantage – in the on- and offline world – is not achieved through customer centricity, but build on a differentiating customer experience. Showing organizations how to utilize subconscious processes from customers’ perspective to deliver that (branded) experience that drives their behavior. The unique fact-based approach provides organizations very clear insights that allow them to allocate budgets towards strategies and tactics that deliver...more with less.”

**Willemijn Schneyder-Valbracht RM, Owner
MerkMijn Marketing (Netherlands)**

“I will rate Sampson’s Branded CEM Method among the best, if not the best in the world of customer experience. I will recommend his methodology to anyone interested in creating a world class customer-centric organization.”

**Ibrahim Musa Umar, SVP (People and Organisation)
Signtura Outsource (United Kingdom)**

“The Global CEM Certification was an excellent experience. Over just a few days, we were introduced to customer experience theory and practical ways to implement. I highly recommend Sampson’s Branded CEM Method.”

**Chris Parker, Customer Experience + Business Technology Consultant
CoolExperience (Netherlands)**

“At the time I took part in the Global CEM Certification Program, Customer Experience was still a vague term and frequently just a buzzword in the vocabulary of marketers. Today the situation has improved and I believe this is due to Sampson Lee’s efforts. His Branded CEM Method makes great sense for anyone who is serious about modern marketing, sales, customer care or CRM. It all blends in practical terms in the customer experience category.”

**Ondrej Tomas, Partner
CleverMaps, s.r.o. (Czech Republic)**

“Sampson’s Branded CEM Method is a very consistent and convenient method to learn and to apply, which focuses on the key learning points for every Customer Experience specialist..... In other words, his CEM methodology is a great customer experience and helps you to provide a great experience!”

**Sophie Lerson, Marketing Product owner
Keytrade Bank (Belgium)**

Europe

“Managing the customer experience is Sampson’s passion and he transmits this passion to his audience. His Branded CEM Method is intense and very well thought out.”

**Stéphanie Houet, E2E Process Manager for Direct Mail & Admin Mail
bpost (Belgium)**

“Sampson’s Branded CEM Method is truly inspiring and I use a lot of its insights to help my clients in creating unique customer experiences on those moments that matter most.”

**Deborah Wietzes, Senior Manager
VODW (Netherlands)**

“Sampson’s Branded CEM Method is an excellent methodology. Very interesting is that his methodology creates value for money/investment. As it helps the organization to choose in which touch-points to invest and which not.”

**Allard d’Engelbronner, Expert Klantbediening & Klantgericht ondernemen
AdE Consultancy (Netherlands)**

“Customer Experience Management (CEM) is on everyone’s lips for the last couple of years. Surprisingly, many companies fail with the execution. Two reasons are: Misinterpretation what CEM is about (no, it’s not (always) about delighting the customer). And: An isolated view of the Customer Experience (caused by organizational and/or technological silos). Sampson developed a target-aimed approach to parse the Customer Experience across Customer Touch-points and analyze the deviation from the Brand Promise. His Branded CEM Method helps to review the effectiveness of investments and to reallocate budgets in order to create Customer Loyalty.”

**Stefan Kauck, Senior Principal Business Consultant Europe, Middle East
& Africa
Genesys (Germany)**

“Sampson’s Branded CEM Method represents a multidisciplinary approach that combines psychology, strategy and analytical skills. Practical knowledge combined with tools – is useful in my daily work, and even my personal life.”

**Grzegorz Palyska, Business Application Development Manager
P4 (Poland)**

“Sampson’s Branded CEM Method is absolutely fabulous, an original, inspiring and highly effective approach to Customer Experience. Everything I learned and put into practice, simply worked. I used the Emotion Curve concept in many ways; one way was to improve the experience offered to the audience as a keynote speaker. The audience feedback rates improved significantly and they keep an ongoing high level... The concept developed by Sampson comes from the future, but the return on the investment starts the second day after I learned his methodology.”

**Adrian Barbu, President
Mystery Shopping Providers Association Europe (Romania)**

Europe

“Sampson has deep knowledge about Customer Experience Management and excels in sharing it. His Branded CEM Method is bound to provide very helpful insights about managing a Customer Experience Program.”

Rafaela Silva, Customer Experience & Digital Marketing Manager – Zippy Sonae SR (Portugal)

“It was three years ago... I was in Paris for Global CEM Certification Program held by Global CEM. Sampson’s Branded CEM Method is creative, strong and new. Thank you Sampson for such a useful methodology.”

Erol Buğdaycı, Unit Manager, Customer Relations Isbank (Turkey)

“Sampson knows exactly how to translate his customer experience vision to the day to day business. His Branded CEM Method provides useful thoughts and is a real eye-opener for anyone who deals with customers and wants to get the most out of creating customer value for the company/shareholders.”

Robbert Fofana, Owner Wild Cherry Consultancy (Netherlands)

“I joined Sampson and his team in Hong Kong for The Global CEM Certification Program and came back very inspired both personally and professionally. Sampson is a true capacity and undoubtedly one of the most knowledgeable CEM experts around”

Jakob Dyrbye, Owner, Creative Director Faust Dyrbye A/S (Denmark)

“Thanks to Sampson Lee and his Branded CEM Method, I’ve achieved skills and knowledge to develop a successful career in customer experience. Sampson knows how to convey his deep knowledge in a simple and powerful, "effective" way. I think the word inspirational fits well with Sampson.”

Tomas Ibañez, Director asociado Brain Trust Consulting Services (Spain)

“Sampson’s Branded CEM Method is of great value to me and my clients. Sampson Lee is for us the number one expert in Customer Management and CEM.”

Richard R. van Nieuwenhoven Helbach, Customer Value Inspirator Customer Passion Company (Netherlands)

“Sampson Lee’s wonderful CEM methodology is really aligned with what all companies want to achieve – the right balance and the right things to do.”

Gerard Buchler, EMEA Sustain & OSP Sustain Manager Dell (France)

The Americas

“Sampson's CEM methodology changed my entire work life and affected all of my current projects at once. After his course I arrived back at my desk and looked at my projects. I simply realized that all projects needed to be revised from scratch. I mean that in a totally positive way and it was worth all the effort. Sampson has made me see Customer Experience Management from a totally new perspective and now 4 years after having participated in his course the knowledge I gained is still state of the art and simply great.”

**Fabian Romankewicz, Sales Enablement Program Manager
Cisco Systems (United States)**

“Sampson has developed a fascinating methodology to map customer journeys to ultimately identify where are the best places to invest limited resources. His approach is clear, innovative, and thought-provoking.”

**Janelle Matthews, Global Vice President, Business Solutions & Consulting
Genesys (United States)**

“Innovative, challenging, questioning and extremely necessary, the method of Mr. Lee is a breakthrough in business and strategic development for all companies that want to differentiate themselves in their market.”

**Larry Sackiewicz, Partner
TRD Global (Brazil)**

“While many people talk about Customer Experience Management (CEM), Sampson's method takes CEM and translates it into an actionable structure. We have used this structure with success with our clients. Sampson's models of the Emotion Curve and Customer Touch-points have given me a different view into Customer Experience. I highly recommend his methodology.”

**Stuart Walters, Principal Business Consultant
Genesys (United States)**

“Sampson's insight into Customer Experience Management brings alive the subject, and his Branded CEM Method capitalizes on this. His ideas and experience provoke fresh thought.”

**Jonathan Ward, Business Process Improvement Manager
Expro (United States)**

“Sampson Lee's Branded CEM Methodology was an important part of my development in the area of CEM.”

**Gustavo Monzon, New Student Services
The University of Texas at El Paso (United States)**

“For years companies did not take time to focus on the recommendation Sampson Lee is making: identify their own Branded Pleasures and Good Pains. Only a handful of business leaders at the top of the company understand this.”

**Mark Stanley, PMP, Senior Principal Business Consultant
Genesys (United States)**

The Americas

“Sampson is a great thought leader in the subject matter of customer experience management. His CEM methodology is well researched and provides tangible results based on thorough theoretical background.”

**Birgitt Romankewicz, Sr. Director, Global Sales Enablement
Harmonic (United States)**

“Sampson's methods for managing customer experience changed the way I approach conversations with all customers... internal, external, family members! I thoroughly enjoyed working with Sampson, and would recommend him and his methodology to anyone trying to solve the dynamics of successful customer experience management.”

**Charlie Godfrey, Sr. Principal Business Consultant
Genesys (United States)**

“Sampson used tangible examples to teach us his CEM methodology and gives a different perspective on how to approach customer experience. In a short amount of time we learned several useful concepts and tools that we were able to implement immediately.”

**Jendy Burchfield, Associate Director
Brain Trust Consulting Services (United States)**

“Sampson makes Customer Experience Management (CEM) tangible by focusing on the practical application of CEM strategy in large enterprises through the lens that counts – the outside (customer) in (enterprise). With just enough focus on CEM models and elements, his methodology focuses on CEM in practice for practitioners who care about the customer.”

**Mike Galvin, Director of Client Solutions
Medallia, Inc. (United States)**

“Sampson has developed a thorough methodology around aligning the brand promise to service delivery that identifies branded pleasures and good pains. His approach helped me identify some of the areas that I should focus on during experience design. I highly recommend his method.”

**Musa Hanhan, Director of Experience Design
Genesys (United States)**

“Sampson's CEM methods represent an outstanding approach to understanding branded consumer experience; it was a pleasure being able to learn from him and change my perspective of CEM into a new thrilling methodology that is undoubtedly a key for creating a branded experience.”

**Francisco De Vega, Partner Development and Online Sales
iZettle (Mexico)**

Australia, Asia, Africa & Middle East

“Sampson Lee’s Branded CEM Method gave me a new perspective on customer experience that I have never considered. It’s totally different to what I expected, and I have taken a lot out of this.”

**David Zammit, Supporter Experience Director
Compassion Australia (Australia)**

“What an amazing set of methodologies Sampson has. The ability to transform organizations into real customer advocates through the use of his CEM methodology is simply amazing to see.”

**Cameron Smith, Principal Business Consultant
Genesys (Australia)**

“I found Sampson to be knowledgeable and enjoyed his delivery of the Branded CEM Method. His CEM methodology is recommended to other companies.”

**Sam Ghebranious, Director
Advance Coaching & Consulting Pty Ltd (Australia)**

“Sampson has quite a story to tell which will change forever the way you think about managing your customer(s) experience. It was a delight to invest in Sampson’s CEM program to learn, share and interact with other like minded people who ‘get it’ when it comes to what drives some of the largest, most successful brands today. Never a dull moment with Sampson! Would recommend his Branded CEM Method to anyone who wants to think differently about customer experience.”

**Maurie Barnes, Senior Principal Business Consultant
Genesys (Australia)**

“Sampson Lee is an expert in Customer Experience Management. Sampson’s deep knowledge in Customer Experience along with his deep consulting expertise in the area made his Branded CEM Method more effective for all business executives.”

**Tarique Amin Bhuiyan, Principal - Business Consulting
Infosys Lodestone (Australia)**

“Sampson’s approach to Customer Experience Management challenges some time-honored CEM conventions, but his insights into customer behavior and emotions will have you become a convert to his methodology.”

**Ian Low, Principal Business Consultant
Genesys (Australia)**

“Sampson knows Customer Experience from the core. His Branded CEM Method was an eye opening thought for me. Great to know him!”

**Marlin Silviana, Associate Partner
Hachiko - Customer Loyalty Solutions (Indonesia)**

Australia, Asia, Africa & Middle East

“Sampson Lee has developed a practical CEM methodology which you can apply theories to practice. Would be recommending especially for brand people to know about the application of the Peak-End Rule.”

**Nopparat Suksaranludee, Group Director of Loyalty & Partner Marketing
ONYX Hospitality Group (Thailand)**

“Sampson’s Branded CEM Method was an eye opening approach for me. I’ve learned a lot from his methodology on how to create a branded customer experience.”

**David Yeung, Group Manager, Customer Services China
Swire Beverages (Hong Kong)**

“I would like to mention Sampson Lee’s methodical approach to Customer Experience, his ability to make the presentation alive with recent examples and build the concept of “pleasure-pain gap” in understanding the customer journey. I recommend the Branded CEM Method to all senior managers who want to build a customer centric organization or understand the basics of starting a Customer Experience Management program.”

**Abhijit Gupta, Management Consultant - Customer Experience Strategy
Customer Future (India)**

“Sampson’s research and delivery of customer experience management concepts is outstanding. Very practical and applicable across different industries and cultures. His case studies and examples provide clarity and show how an organization can immediately start applying these concepts.”

**Kolawole Osinowo, Head of Customer Care and Logistics, West and Central Africa
Microsoft (Nigeria)**

“I attended the 2-day Global CEM Certification Program, and it was like opening my eyes for the first time. Quite a “breath of fresh air” that truly helped me to come back with a new enthusiastic perspective on a valuable and leading edge methodology and framework, which are now mainstream concepts. Back then, we challenged ourselves to be customer-centric without the know-how, the tools, and the right methodology. Having been certified through the Branded CEM Method made me understand what customer experience is all about, mapping customer journeys through customer shoes, understanding the peak pain-pleasure emotion curve and branded value experience approach, and therefore identify where to invest limited resources to increase company and customer value. It is a methodology of great value that I highly recommend.”

**Filipa Henriques (Portugal), Continuous Improvement & Customer Care
Director
ZAP (Angola and Mozambique)**

Australia, Asia, Africa & Middle East

“Sampson combines both deep academic knowledge of the material with practical experience and puts together a very thought-provoking methodology that is geared towards practical improvements in the marketplace. His Branded CEM Method is strongly recommended for those who want to help their business improve its customer experience performance.”

**Machado Ricardo, Senior Lecturer Marketing
UNISA (South Africa)**

“Sampson Lee is a very experienced and innovative expert on CEM. His groundbreaking approach to CEM in organizations has proven to be a decisive game changer in customer experience management for our organization.”

**Ralph Omoregie, CEO
Tasowie Consulting (Nigeria)**

“Sampson creatively explains key concepts in the field and illustrate how you can successfully implement them to yield great results. His Branded CEM Method had a great impact on me and I would highly recommend it as it is practical, creative, and efficient.”

**Nour Taher, Customer Experience Officer
Bank al Etihad (Jordan)**

“I gained a new perspective of CEM and highly recommend Sampson Lee’s Branded CEM Method.”

**Saleet Granit, CEO
Adkit (Israel)**

“Sampson has created a fantastic CEM methodology that not only help organization to focus on delivery better customer experience but also how to manage the customer experience, it is also a very helpful exercise for daily life as well. There is too much value in his method that we can impact the world around us if we focus on what we do and relate to Customer Experience.”

**Mohamed Afifi, Managing Director Middle East
Genesys (United Arab Emirates)**

“Sampson’s Branded CEM Method is the best customer experience methodology I have ever seen. That method was an eye opener for me, and I implemented what I learned in Paris in my organization.”

**Abdulaziz Abdulbaqi MT (ASCP)H, CPHQ, Director, Quality improvement
& Patient Safety
International Medical Center (Saudi Arabia)**

And, Some Words from Our Partners

"Having trawled the seas of improving customer returns for many years I found it hard to convince executives that they were killing their businesses by following benchmarks and standards. That was, until I discovered Sampson Lee's PIG (Pain Is Good) Strategy – it provides the first ever usable and successful model that maximize returns from customers without falling into the trap of generalization or assumption."

**Dr. Brownell O'Connor, Owner
Brownell O'Connor Ltd. (Ireland)**

"One of the few true innovations in customer experience over the past few years is Sampson Lee's 'Pain Is Good' concept. It runs counter to much of the conventional wisdom about needing to 'delight your customers' in everything that you do, and for this reason is a breath of fresh air. Simply put, the concept is about focusing on the things that matter most to your customers and which differentiate your brand. That means investing in the things that truly create value for customers and moving costs from the things that don't. What CFO could argue with that! I wholly recommend PIG to any organization wishing to improve the customer experience. So much so that it has become an integral part of Smith+co's approach to helping our own clients."

**Shaun Smith, Co-author
Bold: How to be Brave in Business and Win (United Kingdom)**

"If your goal is to amaze all of your customers all the time, you're wasting resources. If you can find the significant points of amazement and the brand-building points of pain, you can keep customers happier, longer and at a much lower cost. Sampson Lee has been pursuing customer centricity for fifteen years and unravels the mystery of customer delight without breaking the bank."

**Jim Sterne, Chairman
Digital Analytics Association (United States)**

"Sampson is the creator of the Branded CEM Method, which focuses on investing in the touch-points that are essential to both your customers and your brand. That way no money is wasted on touch-points, which do not differentiate your brand from competitors. Sampson's vision is very original, saying that you should not always listen to the customer and that inflicting some pain is effective to distinguish your brand and be remembered by your customers."

**Lody Offenbergh, Former Co-owner
TOTE-M (Netherlands)**

"Sampson Lee's Branded CEM Method was an eye-opener for me and our 25 consultants that were trained and certified. I highly recommend his methodology to anyone interested to define and implement an effective customer experience."

**Annemiek van Moorst, Founder
TOTE-M (Netherlands)**