

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHIEF CUSTOMER OFFICER

1	How do you define a successful customer experience program, and what strategies would you implement to achieve it?	1 2 3 4 5	
2	Can you provide an example of a time when you successfully improved customer satisfaction and loyalty? What steps did you take?	1 2 3 4 5	
3	What metrics would you use to measure the effectiveness of customer experience initiatives, and how would you track them?	1 2 3 4 5	
4	How do you handle a situation where customer feedback indicates significant dissatisfaction with a product or service?	1 2 3 4 5	
5	Describe your approach to collaborating with other departments to ensure a cohesive customer experience across all touchpoints.	1 2 3 4 5	
6	What methods do you employ to gather and analyze customer feedback?	1 2 3 4 5	
7	How would you prioritize and address the various pain points identified in the customer journey?	1 2 3 4 5	
8	Can you discuss a time when you had to manage a major change in the customer experience strategy? How did you ensure a smooth transition?	1 2 3 4 5	
9	How do you foster a customer-centric culture within a company, especially among teams that do not interact directly with customers?	1 2 3 4 5	
10	What innovative ideas or technologies have you implemented in the past to enhance customer experience? How successful were they?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	

CRITERIA

SCORE (1-5) NOTES

Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.