

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CRM MANAGER

1

How do you ensure that a CRM system aligns with a company's strategic goals and customer engagement strategies?

12345

2

Describe a situation where you utilized CRM data to drive a significant business decision or strategy change.

12345

3

How do you train and onboard new team members on CRM best practices and platform utilization?

12345

4

What CRM platforms are you familiar with, and how have you customized them to fit specific business needs in the past?

12345

5

How do you measure the success and ROI of a CRM system within an organization?

12345

6

Explain a scenario where you had to integrate a CRM with other business systems or tools. What challenges did you face, and how did you overcome them?

12345

7

Describe a time when you introduced a new feature or tool within a CRM system. How did you ensure its adoption across the organization?

12345

8

How do you handle data privacy and security concerns within a CRM, especially considering GDPR and other regulations?

12345

9

How do you ensure the consistency and quality of data inputted into the CRM by different departments or teams?

12345

10

Explain your approach to segmenting and targeting customers within a CRM for specific marketing or sales campaigns.

12345

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	

CRITERIA	SCORE (1-5)	NOTES
Communication Team building and communication skills.	12345	
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.