

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CUSTOMER RELATIONSHIP MANAGER

1	How would you handle customer complaints?	1 2 3 4 5	
2	What techniques do you use to build relationships with customers?	1 2 3 4 5	
3	How can we measure the success of our CRM program?	1 2 3 4 5	
4	What have been some of your most successful customer retention tools?	1 2 3 4 5	
5	Have you ever trained and mentored a team in customer service?	1 2 3 4 5	
6	How do you stay up to date on changes in the industry?	1 2 3 4 5	
7	What challenges have you faced in the past while managing customer relationships?	1 2 3 4 5	
8	How do you ensure customer satisfaction is maintained in the long term?	1 2 3 4 5	
9	What strategies have you implemented to create customer loyalty?	1 2 3 4 5	
10	Do you have experience working with any CRM software systems?	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	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	
Directional Fit A step forward, or backward, in their career?	1 2 3 4 5	

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.