

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CUSTOMER SUCCESS MANAGER

1	What experience do you have working with customers in a subscription or renewal-based business model?	1 2 3 4 5	
2	How would you define "success" for a customer?	1 2 3 4 5	
3	When have you had to go above and beyond to keep a customer satisfied?	1 2 3 4 5	
4	Describe a time when you had to diffuse a difficult situation with a customer.	1 2 3 4 5	
5	What do you think is the most important trait for a successful Customer Success Manager?	1 2 3 4 5	
6	Why do you want to be a Customer Success Manager?	1 2 3 4 5	
7	What are your favorite strategies for building customer relationships?	1 2 3 4 5	
8	How do you handle difficult customer situations?	1 2 3 4 5	
9	What makes you a great customer success manager?	1 2 3 4 5	
10	What are your goals for your career in customer success?	1 2 3 4 5	
11	How do you plan to continue developing your skills in customer success?	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	

CRITERIA

SCORE (1-5) NOTES

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.