

CANDIDATE	INTERVIEWER	DATE	STAGE
-----------	-------------	------	-------

INTERVIEW QUESTIONS · RETENTION SPECIALIST

1	Can you describe a time when you successfully convinced a customer to continue using our service or product?	1 2 3 4 5	
2	What strategies do you employ to identify the root causes of customer dissatisfaction?	1 2 3 4 5	
3	How do you prioritize and address multiple retention issues at once?	1 2 3 4 5	
4	Describe a situation where you couldn't retain a customer. What did you learn from that experience?	1 2 3 4 5	
5	How do you utilize data analytics or CRM tools in understanding customer behaviors and formulating retention strategies?	1 2 3 4 5	
6	Can you provide examples of how you've worked cross-functionally with other departments to enhance customer retention?	1 2 3 4 5	
7	How do you handle customers who are upset or frustrated when they approach you with the intent to discontinue a service or product?	1 2 3 4 5	
8	What role does feedback play in your strategy, and how do you ensure it's effectively communicated back to the relevant teams or departments?	1 2 3 4 5	
9	Describe a retention campaign or initiative that you were particularly proud of. What were the results?	1 2 3 4 5	
10	How do you stay updated on industry trends and best practices in customer retention, and how do you apply them in your role?	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.