

## Vervoe Interview Guide

# Customer Success Manager

This interview guide is intended to be used in conjunction with the Vervoe skills assessment. Where a candidate has scored Low - Medium on a skill, focus on asking more questions from that skill to gain deeper insight into their level of competency.

Assessment score (%)

HIGH

MEDIUM

LOW

Assessment Skills

Customer Success, Analytical, Organized, Communication

| Competency/Skill        | Candidate with this will display   | Low | Medium | High |
|-------------------------|--|-----|--------|------|
| <b>Customer Success</b> | <ul style="list-style-type: none"><li>• Understands the importance of Customer Success in the overall performance of the organization</li><li>• Can clearly define what 'Customer Success' means</li><li>• Identifies areas of improvement with customer accounts and upsells where relevant</li></ul> |     |        |      |
| <b>Questions</b>        |  |     |        |      |
|                         | What does customer success mean to you?  |     |        |      |
|                         | Describe a time where you have had a customer at a high risk of churn that you have managed to extend or turn around the situation.  |     |        |      |
|                         | How would you upsell our product? Describe a time where you have done this with a customer in your previous roles.   |     |        |      |
|                         | What problem do you think our product solves?  |     |        |      |

Comments

# Analytical

| Competency/Skill  | Candidate with this will display  | Low | Medium | High |
|-------------------|---|-----|--------|------|
| <b>Analytical</b> | <ul style="list-style-type: none"><li>• Uses data to make decisions and drive efforts</li><li>• Understands what data to look at, how to interpret what actions need to be taken</li><li>• Looks at problems outside of the box and comes up with solutions</li></ul> |     |        |      |
| <b>Questions</b>  |   |     |        |      |
|                   | Describe a time where you have used data in your role to drive decisions or initiate action with customers. What was the data you looked at and how did you utilize it?   |     |        |      |
|                   | What data do you look at when working with customers? How do you manage this data?  |     |        |      |
|                   | Describe a time where you have investigated a problem with a customer and came up with a solution to fix this problem.  |     |        |      |
|                   | How do you share results with customers?  |     |        |      |

## Comments

# Organized

| Competency/Skill | Candidate with this will display   | Low | Medium | High |
|------------------|--|-----|--------|------|
| <b>Organized</b> | <ul style="list-style-type: none"><li>• Demonstrates the ability to manage their time effectively and remain calm under pressure</li><li>• Prioritizes tasks and customers appropriately but ensures each customer has positive experiences</li><li>• Manages multiple tasks</li></ul> |     |        |      |
| <b>Questions</b> |  |     |        |      |
|                  | How do you manage your time and ensure each customer is provided with the account management they require?   |     |        |      |
|                  | When you have multiple customers and projects that need managing concurrently, how do you keep track of them?  |     |        |      |

## Comments

# Communication

| Competency/Skill     | Candidate with this will display   | Low | Medium | High |
|----------------------|--|-----|--------|------|
| <b>Communication</b> | <ul style="list-style-type: none"> <li>• Can articulate complex concepts clearly</li> <li>• Comfortable with having tough conversations with customers</li> <li>• Asks relevant questions with customers to understand the full breadth of problems or their pain points</li> <li>• Communicates information internally when required</li> </ul> |     |        |      |
| <b>Questions</b>     |  |     |        |      |
|                      | Describe a time where you have had to communicate tough information to a customer. How did you do this?  |     |        |      |
|                      | How would you communicate a technical aspect of our product to a customer that doesn't have technical abilities? Describe a time where you have done this.   |     |        |      |
|                      | How do you ensure customers are onboarded effectively?   |     |        |      |
|                      | Describe a time where you had to change your communication style or approach with a customer to get the outcome you wanted.  |     |        |      |

## Comments