



10 Interview Questions

TO IDENTIFY SUPER CANDIDATES

I often say that **every employee is in the experience department.**

That's because, at any given time, an interaction with a single employee can shape the way a customer feels about your entire brand. And in today's high-stakes, hyper-connected world, where **every customer is an influencer**, the need to hire the right people into the right roles has never been greater.

While many principles of customer experience can be taught, hiring team members who are naturally customer-centric gives managers a huge **head-start**. The interview questions below are designed to help uncover a candidate's problem-solving skills and their commitment to **exceeding customer expectations.**

1. What led you to seek out a role at our company?

Purpose: To find out if the candidate is passionate about your company and the difference it's making in your community.

2. Can you give an example of a brand or company to which you are particularly loyal? What about their customer experience keeps you coming back?

Purpose: To identify the elements of customer experience a candidate has responded positively to and how they might apply these insights in their role.

3. Tell me about a time you had an amazing customer experience, and what made it stand out.

Follow-up question: Did you tell people about it?

Purpose: Great employees embrace their role in customer interactions, but also think about CX when they're on the customer side of an exchange. See how long it takes a candidate to recall an amazing customer experience. Then, follow up with a question about who, if anyone, they told (and how, and why).

4. Tell me about a time you had a bad customer experience, and how it impacted your perception of the company.

Follow-up question: Did you tell people about it?

Purpose: To gauge their awareness of the negative impacts of poor customer service and their expectations as a customer. They should make the association here that, as an employee, they are acting as a company ambassador.

5. Have you ever provided feedback to a company about their product or service? What was the situation, and how did the company respond?

Purpose: To see if they take the initiative to offer constructive feedback and how they perceive the importance of customer insight.

6. In your opinion, what are the most important elements of excellent customer service?

Purpose: To identify their understanding of key customer service principles and values. Pay attention to how long it takes them to answer this question. Do these things feel top-of-mind, or does it seem like they have never considered this before?

7. Can you describe a time when you went above and beyond to ensure a customer's satisfaction?

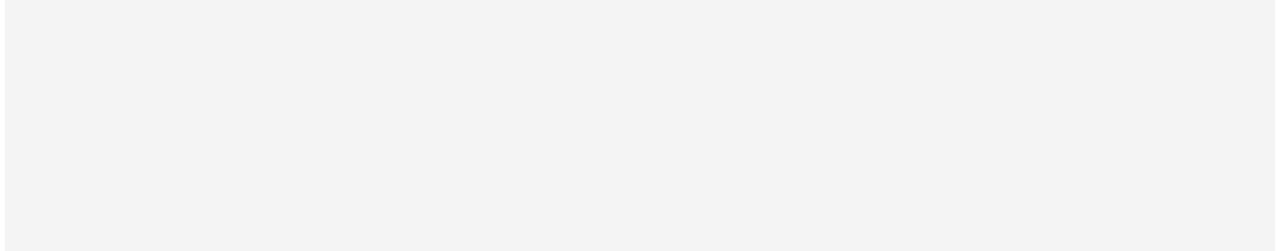
Purpose: To understand the candidate's dedication to customer satisfaction and their willingness to put in extra effort, and also to gauge how they describe any co-workers in their story.

8. Tell me about a time when you had to solve a problem for an unhappy customer.

Purpose: To gauge their problem-solving skills and ability to manage difficult situations with customers. Pro tip: When possible, ask about specific situations instead of hypothetical ones to accurately assess a candidate's mindset and to avoid them answering questions the way they think you would want them to.

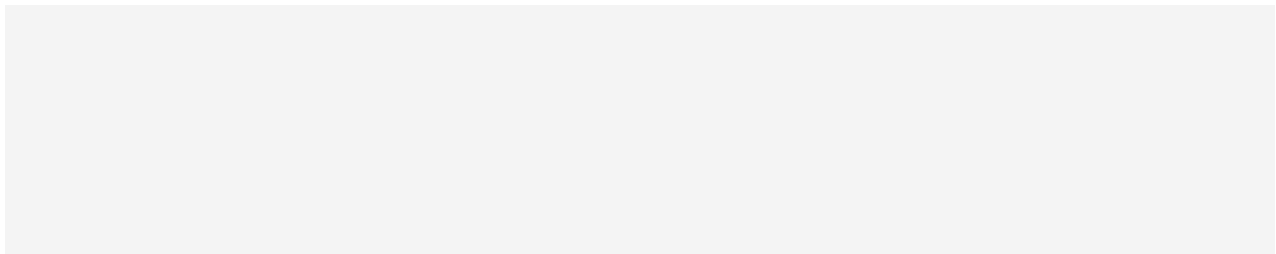
9. How do you prioritize tasks when dealing with multiple requests or projects at the same time?

Purpose: To evaluate their organizational and time-management skills in a customer-facing (or customer-impacting) role.



10. What's the last interesting thing you learned?

Purpose: Candidates who are life-long learners will be eager to learn and develop new skills on the job. Pay attention to the enthusiasm with which a candidate answers this question, and how long they have to think before recalling learning something new.



Incorporating these interview questions into your hiring process will help you identify candidates who embody a **customer-centric philosophy** and are well-equipped to contribute to your team's success. Candidates who answer these questions will be ready to step into the role of **Acting Chief of Experience** and help turn customers into superfans!

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Wanna Learn More?

Give every member of your team the tools to turn customers into superfans with the **Six Weeks to Superfans Masterclass.**

The Six Weeks to Superfans Masterclass is a crash course in customer experience, designed to teach every employee to be the Acting Chief of Experience and WIN in our experience-driven economy.

Your entire organization is actively participating in a hands-on curriculum that includes:

- Six weeks of bite-sized video lessons for any-time learning
- 14 thoughtful activities to supercharge the adoptions of each week's principles
- A curated library of additional PDF resources
- An impactful video lesson from a leader at your company (don't worry, we provide the framework!)
- A bonus "check in" module to keep the momentum going far beyond six weeks
- Accountability from a cohort of peers
- A Certificate of Completion for each learner
- Bonus videos and tools exclusively for your leadership team

If you're interested in learning more about the program and getting a sneak peek of the video lessons and resources, reach out to Brittany at brittany@brittanyhodak.com.