



This interview guide will help you to quickly identify which candidates should be on your shortlist. By asking these questions and assessing answers against the indicators provided will help you determine better which are the high performing candidates. This guide was prepared by our Head of Assessment Design, Claire Crisp (BSc, MSc, C. Psychol).

### Responsibilities

- Resolves customer complaints and queries
- Identifies and responds to customer's needs
- Maintains accurate record of dealings with customers
- Works as part of a team
- Meets personal/team call handling and satisfaction targets

### Key Competencies Required

#### Primary

- Customer Focus
- Resilience

#### Secondary

- Quality and delivery focus
- Drive and motivation
- Collaboration
- Adaptability

### Interview Questions

Below are two questions which will help you identify and eliminate those candidates who do not possess the customer focus and resilience required to be successful in a Customer Support role. To support these questions, we've prepared a rating system to help you evaluate a candidates' answer.

1 To assess Customer Focus

“ Give me an example of a time when you delivered excellent customer service. What specifically did you do? ”

2 To assess Resilience

“ Tell me about a time when you received feedback from a customer that they were not happy with your level of service. How did this make you feel and what did you do in response? ”

### How to assess: Customer Focus

A suitable candidate will build strong relationships with customers and look to understand and meet their needs. They will look to constantly improve the customer experience and proactively address concerns.

Positive Behaviours	5	4	3	2	1	Negative Behaviours
Questions customers to understand what they need	<input type="checkbox"/>	Assumes understanding of customers's needs				
Resolves customer problems swiftly	<input type="checkbox"/>	Allows customers problems to go unresolved				
Checks in regularly with customers to ensure they are satisfied	<input type="checkbox"/>	Assumes customers are satisfied; takes a passive approach				
Anticipates and looks to exceed customer expectations	<input type="checkbox"/>	Waits for customers to tell them what they want; meets the minimum expectations				
Asks customers for and responds to feedback	<input type="checkbox"/>	Does not ask for or address feedback				

### How to assess: Resilience

A suitable candidate will work effectively under pressure or when faced with setbacks. They will accept and learn from criticism and have an optimistic outlook.

Positive Behaviours	5	4	3	2	1	Negative Behaviours
Reacts positively to criticism	<input type="checkbox"/>	Reacts in a hostile or defensive way to criticism				
Asks questions to ensure feedback/ criticism is fully understood	<input type="checkbox"/>	Shies away from uncomfortable situations; avoids asking questions to understand feedback				
Displays empathy. to customers; listens attentively to what they are saying	<input type="checkbox"/>	Displays indifference to customers; does nto listen to their viewpoint				
Acts calmly when under pressure	<input type="checkbox"/>	Shows frustration or anxiety when under pressure				
Responds to criticism by taking action and seeking to address identified issues	<input type="checkbox"/>	Responds to criticism by withdrawing; fails to take action to address issues				
Remains optimistic when faced with criticism; believes they can find a resolution	<input type="checkbox"/>	Becomes pessimistic when faced with criticism; believes there is no way to turn things around				