

Interview Questions for Customer Success roles

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Questions for Front-line CSMs

1. Why customer success?
2. How did you measure success in your current role?
3. Tell me about a time you went above and beyond for a customer.
4. How do you raise awareness of customer success throughout the company?
5. How do you identify upsell opportunities?
6. If you were the second success manager hired and there were no processes and procedures ready, how would you structure the Customer Success Plan?
7. What's your process for creating quarterly business reviews?
8. How do you fight churn?
9. How do you measure customer satisfaction?
10. How do you handle an angry customer?
11. How would you de-escalate a frustrated customer?
10. Tell me about a time you had a difficult conversation with a customer. Why did it occur and how did you respond?
12. What tools do you use (tech stack)?



13. Tell me about the most challenging relationship you've had with someone inside the company? What made it challenging? How did you handle it?
14. When you get stuck on a problem, what do you do?
15. What is the toughest case you have ever handled?
16. How do you collaborate with sales and product teams?
17. How do you demonstrate value in the first call or email?
18. Pitch me an up-sell of our next product tier level?
19. If you saw a customer using more seats than they're paying for, how would you handle it?
20. How do you deliver bad news to a customer?
21. How do you communicate with customers if you can't resolve a problem right away?
22. Tell me about a time when you had to shift your style/approach with a customer to get the impact you wanted.



Questions for leadership positions

1. What does success mean for our clients?
2. How do you decide on how many accounts your team members manage?
3. How do you organize and prioritize your time and your team's activities?
4. How would you describe your leadership style?
5. Can you name a time when you had to talk to one of your team for underperformance?
6. Why should we hire you?
7. How should we segment our clients?
8. What are early indicators of risk?
9. How can we tell if a client is sticky?
10. What should I do and NOT do to culturally support Customer Success?
11. What's your economic value – how should I measure you?
12. What do you need from the rest of the company to drive success for our clients?
13. Which skills do you look for when you hire customer success manager?
14. Let's say you have to complete multiple tasks; how would you determine their priority?
15. How do you develop leaders on your team?

Note: Leadership questions, some found in this amazing article from Gainsight:

<https://www.gainsight.com/blog/10-questions-ceos-should-ask-their-ccos/>

