150 interview questions for customer success, service, and support roles

Use these interview questions to choose the right candidate and take your customer success, service, or support team to the next level. Plus, read our bonus tips for creating a great interview experience for you and your future employees.
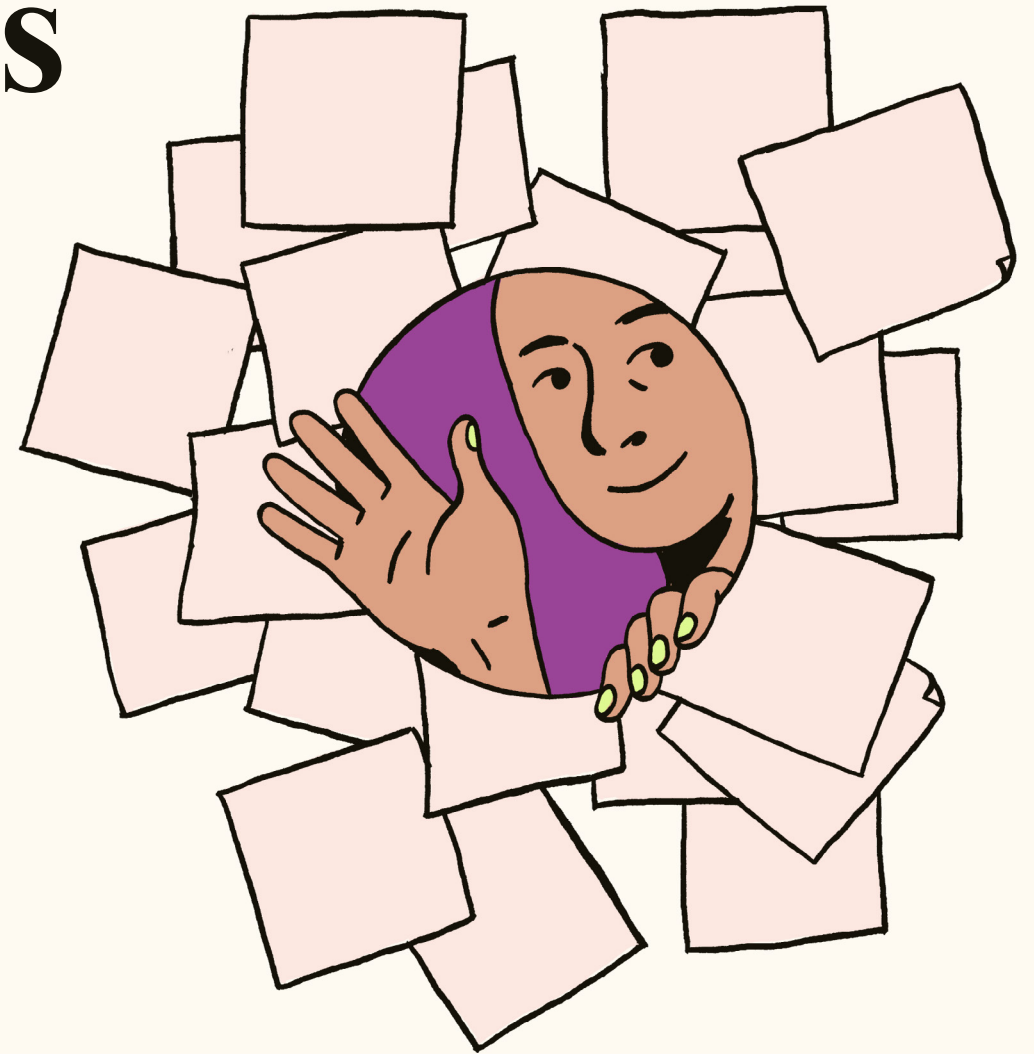
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1 Customer success manager role questions

Customer success managers help bridge the gap between your sales and support teams, focusing on building customer loyalty and reducing churn. Ask the following questions to determine if your candidate is the right fit for the job.

1. Give me a one-minute elevator pitch about our product.

2. Have you tried our product, and do you have any suggestions for improvements?

3. How can our business benefit from hiring a customer success manager?

4. How do you stay in the loop with the changes and new trends in our industry?

5. What did the last investment in your professional development look like?

6. What skills do you hope to gain in this position?

7. How would you adjust your success strategy for a recurring revenue model?

8. Describe a time when you altered your usual approach with a customer to fix an issue.

9. How do you prioritize tasks when you have multiple customer projects to complete?

10. Describe a past product issue and how you addressed the problem with customers.

11. Describe the most challenging customer experience you've ever had and how you resolved it.

12. Our budget for customer success initiatives is relatively limited. What are a few cost-effective customer success strategies you might use as a workaround in this role?

13. How do you incorporate upsells into your customer success work?

14. What is the key to developing long-term customer relationships?

15. How often do you think you should visit and check in on your customers?

16. Describe a time when you inherited an unhappy customer and what steps you took to turn the relationship around.

17. What are the top three ways a customer success rep can minimize churn?

18. What do you think makes your relationship skills better than other customer service reps'?

19. Do you consider yourself a people person? Can you give an example?

20. Describe a difficult relationship you've had with a coworker and how you handled it.

21. Describe a really good and really bad experience you've had working as part of a team.

22. Describe a challenging experience you had leading a team. What was one thing you learned as a result?

23. What are three of the most important characteristics you want in teammates?

24. Describe your experience in past jobs working with multiple departments. Was it a positive or negative experience, and why?

25. If a server outage affected multiple customers, what steps would you take to manage the problem?

26. You're working with a client and realize a teammate gave them incorrect information. How would you handle the situation with the customer and your teammate?

27. A customer asks a question and you don't know the answer. How do you respond?

28. How would you respond if a customer demands a solution you can't offer (like a refund)?

29. How would you approach meeting sales goals as a customer success manager?

30. How would you explain TikTok (or Facebook or another social app) to people who aren't technically savvy?

31. What strategies do you use to understand and meet each customer's unique needs?

32. How do you measure and track customer satisfaction and success?

33. How do you proactively identify and address potential issues affecting customer satisfaction?

34. Give an example of when you had to advocate for a customer internally.

35. What customer success tools and technologies are you familiar with, and how have you used them in your previous roles?

36. Explain the importance of customer onboarding in ensuring long-term success.

37. How do you handle situations where a customer doesn't utilize the full potential of your product or service?

38. How do you handle customer feedback—both positive and negative—to drive improvement?

39. Describe a time when you had to manage a renewal negotiation with a customer.

40. How do you handle situations where a customer is considering switching to a competitor?

41. Explain your approach to creating personalized success plans for each customer.

42. Give an example of when you failed to onboard a new customer successfully. What did you learn from the situation?

43. How do you ensure that customers are aware of new features or updates that could benefit them?

44. Describe a situation where you had to handle a customer's request for a feature that was not currently available.

45. Explain the role of customer education and training in ensuring product success.

46. Describe a situation where you had to handle a customer's request for a custom solution or integration.

47. Explain the role of customer advocacy in driving business growth.

48. How do you handle situations where a customer is experiencing challenges in the implementation phase?

49. Give an example of when you had to address a customer's concerns about data security or privacy.

50. How do you ensure your team can handle diverse customer needs and industries?

2 Customer service role questions

Customer service is an umbrella term for all interactions that help improve the customer experience. Ask the following questions whenever you're hiring for a role related to customer service to ensure the candidate has what it takes to enhance your customer experience.

51. Tell me about your previous customer service experience.

52. How do you handle irate customers and diffuse tense situations?

53. What customer service software and tools are you familiar with?

54. Give an example of when you went above and beyond to assist a customer.

55. How do you prioritize and manage multiple customer inquiries simultaneously?

56. Explain the importance of empathy in customer service.

57. How would you handle a customer complaint about a product or service?

58. What steps would you take to ensure customer satisfaction?

59. Describe a situation where you dealt with a particularly challenging customer. What did you learn from the interaction?

60. How do you stay updated on product or service information to better assist customers?

61. Can you provide a personal example of a positive customer service experience you had?

62. How do you handle situations where you don't have an immediate solution for a customer's issue?

63. Explain the difference between customer service and customer support.

64. How do you handle communication with customers from different cultural backgrounds?

65. What role does active listening play in effective customer service?

66. Describe a time when you successfully turned a dissatisfied customer into a happy one.

67. How do you handle repetitive or routine inquiries without losing enthusiasm?

68. Have you ever had to enforce company policies that customers disagreed with? How did you handle it?

69. How would you handle a situation where a customer is unsatisfied with the resolution you provided?

70. How do you stay calm under pressure in a fast-paced customer service environment?

71. What strategies do you use to ensure consistency in customer service delivery?

72. Can you give an example of a time when you had to collaborate with other departments to resolve a customer issue?

73. How do you measure and track customer satisfaction?

74. What steps do you take to ensure accuracy in handling customer information and requests?

75. Describe a time when you had to educate a customer on a complex product or service.

76. What are the most important qualities for someone working in customer service?

77. What role does technology play in modern customer service, and how do you adapt to new tools?

78. Explain the importance of follow-up in customer service.

79. How do you handle situations where a customer is upset due to factors beyond your control?

80. Give an example of a time when you provided exceptional service during peak business hours.

81. How do you handle customer feedback, both positive and negative?

82. Describe a situation where you had to de-escalate a customer's emotions.

83. How do you balance efficiency and thoroughness in resolving customer issues?

84. Give an example of when you had to learn about a new product or service quickly to assist a customer.

85. How do you handle confidential customer information?

86. Describe a time when you had to handle a situation without clear guidelines.

87. How would you handle a customer requesting a refund outside of the company's policy?

88. How do you prioritize tasks when dealing with multiple customer requests?

89. Can you provide an example of when you had to handle a technical issue for a customer?

90. How do you adapt your communication style to different types of customers?

91. Describe a situation where you had to apologize to a customer on behalf of the company.

92. How do you handle situations where you need to transfer a customer to another department?

93. What steps do you take to ensure you provide accurate information to customers?

94. Give an example of when you had to handle a situation where the customer was in a different time zone.

95. How do you handle situations where a customer insists on a solution that is not within company policy?

96. Describe a time when you had to handle a high volume of customer inquiries in a short period.

97. How do you keep up to date with industry trends and changes that may affect customer interactions?

98. Give an example of when you had to handle a delicate issue with a VIP or high-profile customer.

99. How do you handle situations where a customer is upset due to a mistake made by the company?

100. What role do self-service options play in modern customer service, and how do you guide customers to use them effectively?

3 Customer support role questions

Customer support roles are distinct from service roles, as they have a more specialized focus. Support roles are responsible for helping customers troubleshoot an issue related to a company's products or services. Because of this, customer support roles often require more technical expertise than customer service roles. Ask these questions to identify the most suitable candidates for your support team.

101. Explain your experience in providing technical support.

102. How do you troubleshoot technical issues over the phone vs. online channels?

103. Describe your knowledge of operating systems and software applications.

104. Give an example of a complex technical issue you successfully resolved for a customer.

105. How do you prioritize and categorize technical issues for efficient resolution?

106. Explain the importance of documentation in technical support.

107. Describe a situation where you had to escalate a technical issue to a higher level of support.

108. How do you stay updated on the latest technological advancements relevant to your role?

109. Provide an example of when you had to guide a customer through a step-by-step technical process.

110. What strategies do you use to communicate technical information effectively to non-technical customers?

111. How do you handle situations where you don't have an immediate solution to a technical problem?

112. Explain the concept of "first call resolution" in technical support.

113. Give an example of a time when you had to collaborate with a development team to resolve a customer issue.

114. How do you prioritize and manage your time when dealing with multiple technical support requests?

115. Describe a situation where you had to provide technical support to a customer in a different time zone.

116. How do you handle situations where a customer is frustrated with the performance of a product or service?

117. Explain the importance of customer education in preventing recurring technical issues.

118. How do you handle situations where a customer insists on a solution that may void a warranty or support agreement?

119. Provide an example of when you had to learn about a new technology quickly to assist a customer.

120. How do you handle situations where a customer experiences technical issues due to user error?

121. Describe a time when you dealt with a particularly challenging technical issue.

122. How do you ensure customers know about available self-service options for common technical issues?

123. Provide an example of when you had to handle a security-related concern from a customer.

124. How do you approach troubleshooting when faced with limited information from the customer?

125. Give an example of when you successfully collaborated with other departments to resolve a technical issue.

126. How do you balance providing timely support with a thorough investigation of technical issues?

127. Explain the role of remote assistance tools in your technical support process.

128. Describe a situation where you had to handle a technical issue related to network connectivity.

129. How do you handle situations where a customer is upset due to a prolonged resolution time?

130. How do you stay calm under pressure when dealing with urgent technical issues?

131. Describe a situation when you had to adapt your communication style for different team members.

132. How do you handle situations where a customer's technical issue requires a physical presence for resolution?

133. Can you provide an example of when you had to respond to a customer following a poor support experience with another representative?

134. How do you prioritize addressing critical technical issues over routine support requests?

135. Describe a situation where you had to troubleshoot a recurring technical issue for a customer.

136. How do you handle situations where customers are upset due to limited support team availability?

137. Explain the importance of ongoing training for technical support professionals.

138. Give an example of when you had to handle a technical issue caused by a third-party software or service.

139. How do you ensure that customers are aware of updates or patches that may resolve their technical issues?

140. Describe a situation where you explained a technical solution to a customer with limited technical knowledge.

141. How do you handle situations where a customer refuses to follow your technical instructions?

142. Provide an example of when you had to troubleshoot a hardware-related technical issue.

143. How do you handle a customer experiencing technical issues during a critical business operation?

144. Describe your experience in providing technical support for mobile devices.

145. Give an example of when you had to provide technical support for a product or service still in beta testing.

146. How do you handle situations where a customer is upset due to recent system outages or downtimes?

147. Describe a time when you had to handle a technical issue that required collaboration with external vendors.

148. How do you approach situations where a customer is concerned about the security of their data?

149. Provide an example of when you had to troubleshoot a technical issue remotely for a customer.

150. How do you handle situations where a customer's technical issue is impacting their business operations?

Bonus: 5 tips for a great interview experience

1. Prepare thoroughly

Take the time to familiarize yourself with the candidate's resume and professional background. Be ready to discuss the specifics of the role and have your desired list of questions ready.

2. Create a welcoming environment

Whether the interview is in person or virtual, take the proper steps to make your candidate feel comfortable. This can be as easy as starting the interview with a friendly greeting or polite small talk.

3. Clearly express expectations

Before asking your first question, explain the structure, timeline, and expectations of the interview. This can help ensure your candidate knows what to expect throughout the interview.

4. Focus on active listening

To ensure a positive interview experience, actively listen to your candidate's responses, ask follow-up questions, and show genuine interest. Feeling like they are having a conversation can help put them at ease.

5. Encourage questions

Set aside time for your candidate to ask questions about the role, company, or anything else they might wonder about. That way, your candidate doesn't leave the interview feeling like they missed out on valuable information.