



# Customer Service Rep **Job Interview Checklist**

## Effective communication and active listening skills:

Speaks directly to the point

Listens and does not talk over you

Is available and present in the moment during all interactions with you

**Side Note:** *Unhappy customers do not want to tell their problem repeatedly. Hire those who enjoy customer interaction.*

## Effective record keeper:

Concise/gets straight to the point

Attentive to details and relevant information

Tracks useful information/weeds out unnecessary details

**Side Note:** *Customer/client should never have to repeat the issue. Accurate and clear notes are extremely important as the same rep may not always be resolving the issue.*

## Empathetic:

Shows concern

Be understanding of their situation

Empowered to address customers' needs at the first point of contact

***Side Note:*** Customer/client should feel the rep will solve their problem.

## Friendly, respectful, positive attitude:

Has a can-do attitude

Calls you by your name

Greets you with a smile you can see or hear in their voice

***Side Note:*** These traits help to build customer/client rapport.

## Knows when to escalate customer issues:

Quick thinker

Confident problem solver

Tactful as not to upset customer when needs to escalate

***Side Note:*** Whenever possible it is best not to escalate the issue.  
Rep should always try to resolve first.

## Natural knack for building customer relationships:

Says thank you

Bonds naturally

Can solve problems and strengthen the relationship between customer/client and company at same time

**Side Note:** *A loyal customer will likely refer others to your product or service.*

## Service-oriented mindset:

Understands the customer journey

Quickly accesses information to help the customer

Strong knowledge of your product/service and policies

**Side Note:** *Customer/client needs to see the confidence in the rep or else the brand reputation is potentially damaged.*

## Skilled at asking good questions:

Knows what NOT to say

Knows how to ask the right questions

Skilled with different types of customer issues: simple customer queries, customer requests, and customer complaints

**Side Note:** *The ability to understand the customer's unspoken, unmet need is critical. This allows for a great opportunity to keep them as a customer.*

## Patience:

Courteous, kind, and polite

Knows how to handle angry customers

Will always thank them for their business regardless of how unpleasant the customer may be

**Side Note:** *The rep must always stay in control of the situation. If control is lost, the customer's future business may likely be lost.*

## Professional appearance and demeanor (Applies to customer/client facing role):

Clean clothes and overall appearance

Stands up straight, faces you, and makes eye contact

Professional appearance should mirror customer/client base

**Side Note:** *Your rep's appearance reflects on your brand.*

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