

# BEHAVIOURAL INTERVIEW QUESTION TOPIC

## Customer Focus

### Description:

Ensures that customer satisfaction is made a clear priority in the business.

### Evidence to look for:

- Develops long-term product or service plans and strategies that anticipate customer needs and expectations
- Is passionate about creating value and delivering first class service to customers
- Creates and promotes initiatives that deliver better relationships with internal/external customers
- Uses customer satisfaction as a measure of business performance
- Rewards managers for delivering excellence in customer service

### Questions:

- What initiatives have you put in place in your most recent role to ensure that customers receive priority attention? Detail the most significant of these initiatives? What has been the impact on customer satisfaction?
- How do you ensure that you have a comprehensive understanding of customer needs? Detail an example of how you have approached this? What is the current relationship with the customer?
- What systems have you put in place to keep in touch with customers and their level of satisfaction?
- Can you detail an example of how you translated your insight into customers into a business opportunity? Did you actually generate revenue from this? How much?
- In your role, how did you know if your internal / external customers are satisfied? (Give specific example.)
- Describe a time when you changed policies/procedures or the way you work or manage your work in order to meet customer / client needs? Who was the customer / client? What did you do / change to meet the needs of this client? Walk me through the steps you took. What was the result of this action? How do you know?