

Customer success manager screening quiz

 Test duration: 45 minutes

 Difficulty level: **Moderate**



1. What's the ultimate objective of a Customer Success Manager?

- A) Maximize customer retention and growth
- B) Increase short-term sales
- C) Respond to customer inquiries
- D) Conduct regular customer surveys

Correct answer: A) Maximize customer retention and growth

2. Which metric is most indicative of long-term customer success?

- A) Net Promoter Score (NPS)
- B) Monthly recurring revenue (MRR)
- C) Customer acquisition cost (CAC)
- D) Website bounce rate

Correct answer: A) Net Promoter Score (NPS)

3. How should you approach a customer showing signs of churn?

- A) Offer a discount immediately
- B) Diagnose the root cause and provide tailored solutions
- C) Wait for feedback
- D) Reduce their service level

Correct answer: B) Diagnose the root cause and provide tailored solutions

4. When is it most effective to perform a customer health check?

- A) During contract renewal
- B) Before a product update
- C) Periodically, to preempt issues
- D) After the first year

Correct answer: C) Periodically, to preempt issues

5. What is crucial during the customer onboarding process?

- A) A quick overview
- B) Detailed, personalized training and a clear path to value
- C) Immediate upselling
- D) Focus on billing setup

Correct answer: B) Detailed, personalized training and a clear path to value

6. How can you most effectively identify upsell opportunities?

- A) Review product usage and customer goals regularly
- B) Increase engagement through promotional emails
- C) Push new features regardless of fit
- D) Focus on high-usage customers only

Correct answer: A) Review product usage and customer goals regularly

7. What's key for maintaining long-term relationships?

- A) Frequent check-ins
- B) Delivering consistent value and understanding evolving needs
- C) Offering discounts periodically
- D) Minimizing touchpoints

Correct answer: B) Delivering consistent value and understanding evolving needs

8. How should a customer success manager work with sales?

- A) Share insights to help tailor sales strategies
- B) Handle renewals only
- C) Focus on converting leads
- D) Operate independently

Correct answer: A) Share insights to help tailor sales strategies

9. Which tool best supports proactive customer management?

- A) CRM software
- B) Social media analytics
- C) Email marketing platforms
- D) Web analytics tools

Correct answer: A) CRM software

10. What's the best response to a critical customer complaint?

- A) Escalate to management
- B) Acknowledge, resolve the issue, and follow up with a preventive plan
- C) Offer immediate compensation
- D) Transfer to another department

Correct answer: B) Acknowledge, resolve the issue, and follow up with a preventive plan