YOURCXC

FIX THE EXPERIENCE.
GROW THE REVENUE.

CANDIDATE PACK

At YOURCXC | TALENT FIX, we don't seek seat-fillers. We recruit **fixers** — people who cut through noise, solve customer problems, and link every decision to revenue. This questionnaire helps us understand if you'll thrive in a culture of Radical Transparency, Profit Focus, Speed over Perfection, and Customer Obsession.

Please answer honestly. There are no "perfect" answers — just insight into how you think and work.

SECTION 1: RADICAL TRANSPARENCY

1: A project you're leading is behind schedule, and the client doesn't know yet. Do you:

A) Wait until you have a solution before telling them.
B) Share the issue immediately with facts and options.
C) Try to fix it quietly and only escalate if it fails.

2: What's an example of a time you gave tough feedback that others avoided?

SECTION 2: PROFIT FOCUS

3: You discover a customer process that delights users but is costing the business money. Do you:

A) Keep it because customer delight is priceless.
B) Flag it and propose a fix that balances customer experience with profit.
C) Remove it immediately to protect margins.

4: How do you personally measure whether your work adds revenue or retention value?

SECTION 3: SPEED OVER PERFECTION

5: You're launching a new customer onboarding process. You can:

A) Delay launch until every detail is perfect.
B) Launch quickly, monitor, and iterate.
C) Push it out fast and fix issues later if they appear.

6: Describe a time when you had to ship something fast. What was the impact?

SECTION 4: CUSTOMER OBSESSION

7: A customer is angry on social media about a bad experience. What's your first move?
8: What's the most customer-obsessed decision you've made, even if it wasn't popular internally?

SECTION 5: DECISION-MAKING UNDER PRESSURE

9: You're in a meeting where leadership is focused on acquisition spend, but you know the churn rate is rising. Do you:

A) Stay quiet to avoid conflict.
B) Call it out bluntly, with data to back you up.
C) Suggest it privately to one leader after the meeting.

10: What's the hardest customer-related truth you've had to tell your team or company?

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TALENT FIX - CX SKILLS MATRIX – CANDIDATE SELF-ASSESSMENT

FIX THE EXPERIENCE.
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Not all experience is equal. We score candidates on the skills that actually move revenue, retention, and customer outcomes.

CX SKILL AREA	DESCRIPTION	CANDIDATE SELF-RATING (1–5)	EVIDENCE / EXAMPLE (SHORT NOTES)
Customer Journey Mapping	Ability to map, spot leaks, and redesign touchpoints.	□1 □2 □3 □4 □5	
Voice of Customer (VoC)	Collecting, analysing, and actioning customer feedback.	□1 □2 □3 □4 □5	
Onboarding Experience	Designing onboarding flows that reduce churn.	□1 □2 □3 □4 □5	
Retention & Loyalty Programs	Building systems to increase repeat revenue.	□1 □2 □3 □4 □5	
Digital Experience / UX	Evaluating websites, apps, and service journeys.	□1 □2 □3 □4 □5	
CX Metrics & ROI	Linking CX to revenue, conversions, and KPIs.	□1 □2 □3 □4 □5	
Team & Culture Influence	Ability to drive CX behaviours across frontline teams.	□1 □2 □3 □4 □5	
CX Technology / CRM Utilisation	Using CRMs and automation to improve customer experience.	□1 □2 □3 □4 □5	
Problem Solving & Fix-It Mindset	Speed of diagnosing and fixing customer pain points.	□1 □2 □3 □4 □5	

Scoring Guidance: 1 = No experience | 3 = Working knowledge | 5 = Proven expertise with measurable ROI

Why This Matters:
Most candidates talk about responsibilities. **YOURCXC** candidates talk about results.

Employers don't want to know what you did—they want to know how you made money, saved money, or kept customers loyal.

This guide will help you structure your answers to prove your ROI.

1. THE ROI ANSWER FRAMEWORK (S.T.A.R.R.)

When asked any interview question, answer using this formula:

- **Situation** – What was happening?
- **Task** – What was your role?
- **Action** – What did you do?
- **Result** – What happened?
- **Revenue/Retention Impact** – How did it save/earn money or keep customers?

Example:

"Customer churn was rising (**Situation**). I was asked to analyse onboarding (**Task**). I redesigned the first-week email flow (**Action**). Within 60 days, churn dropped 15% (**Result**). That saved £150k in lost revenue (**ROI**)."

2. KEY CX ROI METRICS TO MENTION

Employers want numbers. Here are the strongest ones to weave into your answers:

- **Churn Rate (% customers leaving)**
- **Customer Lifetime Value (LTV)**
- **Net Promoter Score (NPS) / CSAT**
- **Conversion Rate (signups, sales, bookings)**
- **Retention / Repeat Purchase %**
- **Support Ticket Reduction**
- **Time to Resolution / Response Speed**
- **Revenue Uplift (£ / %)**

Always connect your actions back to one of these.

3. ROI-DRIVEN QUESTION PREP

Q: Tell me about a time you improved customer experience.

- Weak Answer: "I improved the onboarding emails."
- Strong Answer: "I redesigned onboarding emails → open rate up 40% → churn down 15% → added £150k revenue."

Q: How do you know your work was successful?

- Strong Answer: "I tracked churn %, retention %, and revenue before and after. The improvement was measurable."

Q: What would you do in your first 90 days here?

- Strong Answer: "I'd run a CX audit, spot leaks in onboarding and follow-up, deliver 1–2 quick wins tied to revenue, then map out a retention plan."

4. QUICK WIN EXAMPLES TO USE IN INTERVIEWS

Employers love to hear about **simple changes that made a measurable difference:**

- Adding live chat → response time down, conversions up.
- Fixing a broken email flow → retention up.
- Simplifying checkout → abandonment down.
- Training frontline staff → NPS up, repeat business up.

Pick 2–3 of your own and polish them before the interview.

5. FINAL TIPS – THE YOURCXC EDGE

- **Talk Money:** Always link your actions to revenue, retention, or efficiency.
- **Be Blunt:** Avoid fluffy "customers were happier." Say: "We saved £X in lost revenue."
- **Show Fix-It Thinking:** Employers want problem-solvers, not observers.
- **Confidence = Credibility:** Own your wins—your numbers are your evidence.

YOURCXC PROMISE: IF YOU WALK INTO THE INTERVIEW WITH ROI STORIES INSTEAD OF RESPONSIBILITIES, YOU WON'T JUST LOOK LIKE A CANDIDATE—YOU'LL LOOK LIKE AN INVESTMENT.

For: [Candidate Name]
Role: [Job Title] at [Client Company]
Prepared by: YOURCXC | TALENT FIX

1. PURPOSE OF THE PLAYBOOK

Your first 90 days define whether you'll stick, deliver ROI, and prove your value. This playbook gives you a no-fluff roadmap to:

- Win credibility quickly.
- Spot CX leaks early.
- Deliver measurable impact in under 3 months.

2. GUIDING PRINCIPLES

- **Customer-First:** Every decision starts with "how does this help the customer?"
- **ROI-Driven:** Link actions to retention, revenue, or efficiency.
- **Fix-It Mindset:** Don't just spot problems. Own them. Solve them.
- **Transparency:** Share wins and roadblocks with leadership before they ask.

3. THE 90-DAY PLAN

Days 1–30: Learn & Listen

Focus: Understand the business, culture, and customer pain points.

- Meet your team, peers, and key stakeholders.
- Review customer feedback, support tickets, NPS/CSAT scores.
- Shadow frontline staff to see CX in action.
- Identify 3–5 major friction points in the customer journey.

Deliverable: 30-Day CX Insight Report – a one-pager highlighting quick wins + long-term opportunities.

DAYS 31–60: ACT & FIX

Focus: Turn insights into action. Prove you can deliver fast wins.

- Implement 2–3 quick fixes that improve the customer experience.
- Start tracking key metrics (response time, churn %, NPS, conversion rates).
- Communicate improvements clearly to stakeholders.
- Begin building a CX dashboard or scorecard.

Deliverable: 60-Day Progress Update – show before/after impact of early fixes.

DAYS 61–90: BUILD & SCALE

Focus: Cement credibility and set up for long-term ROI.

- Propose 2–3 larger initiatives to reduce profit leaks or increase retention.
- Embed customer-first practices into team routines (feedback loops, journey reviews).
- Align your role KPIs with revenue outcomes.
- Coach colleagues on customer-first thinking.

Deliverable: 90-Day CX Growth Plan – strategy for scaling improvements, with ROI forecast.

4. KEY SUCCESS METRICS

At the end of 90 days, you should be able to show:

- **Customer Wins:** Fewer complaints, higher satisfaction.
- **Business Impact:** Retention % up, churn % down, or improved conversions.
- **Process Gains:** Faster onboarding, reduced support tickets, or clearer customer journey.
- **Leadership Trust:** Seen as someone who fixes leaks and adds value.

5. YOURCXC SUCCESS CHECKLIST

✅ Delivered one measurable CX win in first 60 days.
✅ Linked your role impact directly to revenue/retention.
✅ Built credibility with leadership & team.
✅ Created a roadmap for the next 6–12 months.

YOURCXC REMINDER: YOU WEREN'T HIRED TO SIT STILL. YOU WERE HIRED TO FIX LEAKS, PROTECT PROFIT, AND MAKE CX PAY FOR ITSELF. THIS PLAYBOOK IS HOW YOU PROVE IT—FAST.