**Frontend Developer Interview Scorecard**

Candidate Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role Interviewed For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Customer Relationship Management | 1-2: Reactive outreach, weak rapport, repeated customer dissatisfaction.
3: Maintains regular contact, understands customer goals, resolves routine requests.
4: Proactively identifies needs, builds trusted relationships, drives improved satisfaction.
5: Acts as trusted advisor, shapes customer strategy, drives measurable reduction in churn. |  |
| Renewals & Expansion | 1-2: Misses renewal signals and fails to pursue upsell opportunities.
3: Manages renewals on schedule and identifies obvious expansion leads.
4: Consistently secures renewals and closes planned upsell opportunities.
5: Creates and executes expansion strategies, regularly exceeds renewal and upsell targets. |  |
| Onboarding & Adoption | 1-2: Slow or incomplete onboarding; customers struggle to adopt product.
3: Delivers standard onboarding, reaches baseline adoption milestones.
4: Optimizes onboarding processes and accelerates time-to-value for customers.
5: Designs scalable programs that significantly increase adoption and retention. |  |
| Escalation & Problem Solving | 1-2: Avoids ownership of issues or fails to coordinate responses to escalations.
3: Resolves common escalations and follows through on fixes.
4: Quickly isolates root causes, coordinates cross-team fixes, and communicates status.
5: Prevents repeat issues by driving systemic changes and influencing product improvements. |  |
| Product & Technical Knowledge | 1-2: Limited understanding of product capabilities and basic troubleshooting.
3: Knows key features and supports common configurations.
4: Explains complex features, configures solutions, and assists with integrations.
5: Acts as product expert who architects solutions and trains others. |  |
| Communication & Stakeholder Management | 1-2: Unclear or untimely communication that creates misalignment.
3: Provides clear, timely updates and manages expectations.
4: Tailors messaging to different stakeholders and secures buy-in.
5: Influences executive stakeholders and aligns cross-organizational priorities. |  |
| Cross-functional Collaboration | 1-2: Operates in silos and provides poor handoffs to internal teams.
3: Collaborates with Sales, Support, and Product when needed and shares context.
4: Proactively partners to resolve customer issues and improve processes.
5: Leads cross-functional initiatives that measurably improve customer outcomes. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

**Recommendation (Yes / No / With Reservations):**

**Final Score (Avg / Weighted):**