**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Customer Retention & Growth | 1-2: Misses renewal targets repeatedly and responds to churn only after it occurs.
3: Meets renewal targets and resolves escalations to stabilize churn.
4: Consistently exceeds renewal and expansion targets through proactive programs.
5: Drives sustained NRR improvement with scalable retention and expansion engines. |  |
| Strategy & Roadmap | 1-2: Lacks a coherent CS strategy or cannot connect CS activities to business outcomes.
3: Defines a practical roadmap aligned to key company metrics.
4: Builds a multi-quarter CS strategy that anticipates customer needs and scales operations.
5: Creates visionary, measurable CS strategy that shifts company trajectory and competitive positioning. |  |
| Team Leadership & Development | 1-2: Fails to hire, retain, or coach CS staff; high team turnover.
3: Hires competent reps, provides regular coaching, and manages performance.
4: Builds a high-performing structure with career paths, low turnover, and strong managers.
5: Develops leaders, scales org design, and creates bench strength for rapid growth. |  |
| Customer Experience & Operations | 1-2: Operational chaos or inconsistent onboarding and support processes.
3: Implements reliable onboarding, playbooks, and case management practices.
4: Optimizes workflows and tooling to improve time-to-value and CS productivity.
5: Designs end-to-end customer journeys and automations that scale experience quality. |  |
| Metrics, Analytics & Forecasting | 1-2: Cannot produce or interpret core CS metrics; forecasts are unreliable.
3: Tracks retention, churn, and expansion with basic dashboards and accurate short-term forecasts.
4: Uses cohort analysis, leading indicators, and predictive models to drive decisions.
5: Builds advanced analytics and forecasting that inform strategy and reliably predict revenue impact. |  |
| Cross-Functional Influence | 1-2: Rarely partners with Sales, Product, or Marketing and cannot gain alignment.
3: Collaborates with peers to resolve customer issues and supports go-to-market motions.
4: Influences product and sales priorities; negotiates cross-team tradeoffs effectively.
5: Drives cross-functional initiatives that materially improve product adoption and revenue. |  |
| Product Feedback & Voice of Customer | 1-2: Does not capture or communicate customer insights to product teams.
3: Collects and routes customer feedback to product and tracks some outcomes.
4: Systematically prioritizes customer feedback and influences roadmap decisions.
5: Integrates voice of customer into product strategy and proves impact on usage and retention. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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