

Marketing & Online Customer Support Interview Questions And Answers Guide.



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Marketing & Online Customer Support Job Interview Preparation Guide.

Question # 1

Explain me understanding What Drives Successful Content?

Answer:-

Some of the best writers in the world will never be successful content marketers. A superstar content marketer must understand what drives success in their market and within their organization (e.g., understanding Google search, measuring performance, translating data into insight).

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Question # 2

Explain me what do you enjoy about writing?

Answer:-

* Why it's important to ask this: Content marketing is a lot more than writing; however, I consider this talent to be a foundational element of a superstar content marketer. You have to love what you do.

* What to look out for: Look for indicators that they have a passion for writing. Understand what drives their passion, what outlets they've used to express this passion, and what personal benefits they get out of creating content.

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Question # 3

Can you tell me what process do you use when proofreading?

Answer:-

* Why it's important to ask this: I certainly want a content marketer to have an opinion about what works and what doesn't work. however, it's also important that they are able to accept critique about their work and make changes as necessary.

* What to look out for: Attention to detail and an understanding of proper usage of the english language is key elements of quality content. (Did you catch the three mistakes?) Follow-up questions could include:

* What are some of your greatest "pet peeves" when editing someone else's writing?

* Which style guide(s) do you depend upon?

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Question # 4

Can you describe yourself as a people person?

Answer:-

To excel at providing thorough and enthusiastic customer service, customer service representatives must possess a talent for nurturing strong customer relationships. This question helps you determine whether a candidate enjoys talking to people and if they have the power to boost customer loyalty and engagement.

What to look for in an answer:

* Passion for helping people

* Energetic personality

* Customer-focused

I'm definitely a people person! I love talking to people from different backgrounds, finding out about their lives and helping them find solutions to their problems. I was voted Most Outgoing at my last job and small talk is one of my talents.

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Question # 5

Please explain what do you enjoy about customer service?

Answer:-

It's important for customer service reps to be empathetic and people-oriented. Good answers might include "I like talking to people and finding out about their lives" or "I love the feeling of helping somebody solve a problem they're having."

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Question # 6

Explain me how Would You Handle If A Co-worker Is Rude To Customers?

Answer:-

That would depend on what kind of a rapport I had with him. If I felt comfortable, I would probably mention that being rude is probably going to be bad for him in the long run, since unhappy customers reflect badly on the sales associate. Otherwise, I would mention to the supervisor what I had witnessed and let him handle it.

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Question # 7

Explain me about Your Career Goals In Customer Service?

Answer:-

I'm rather busy with my duties and goals of the Company, as a result, I have not focused much on my long-term personal goals.

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Question # 8

Explain me about A Routine Day Of A Customer Service Representative?

Answer:-

List whatever tasks you perform each day. Some of these may be among them:

Answering requests, responding to calls, maintaining and updating records, providing service information, dealing with misapplied payments and billing.

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Question # 9

Explain me do You Think You Are Successful Over The Phone As A Customer Service Representative?

Answer:-

Mention profitable product sales, positive/fruitful customer instruction, customer care with patience and any communication which leads to improved customer service or a sale.

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Question # 10

Explain me passion and Talent for Content Marketing (and writing)?

Answer:-

This is number one on my list. You need to be a great writer and editor, highly creative, able to tell a story, and most importantly-love doing content marketing. Although more detailed questions are provided below, you need to understand if your candidate really loves content marketing, and if they will take the initiative to develop and grow in the role.

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Question # 11

Can you explain me how you determined the style, tone, and voice for a specific piece of content you recently completed?

Answer:-

* Why it's important to ask this: Your content marketer will need to express a unique voice and opinion in their work. However, they also need to adapt their own style as a function of your company's needs, the audience, format of the content, person they're writing for, and so on.

* What to look out for: Look and ask for specific examples of how they modified their style, as well as asking them to identify why this is important.

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Question # 12

Please explain about a time when you turned an unhappy customer into a delighted customer?

Answer:-

Appeasing an irate customer is no easy task, but delighting them can be even more challenging. Ask this question to determine if a candidate is willing to go the extra mile for a customer, even in a tense situation.

What to look for in an answer:

* Conflict resolution skills

* Stress tolerance and resilience

* Ability to abide by company policies

During my previous role, a customer was furious about not being able to return an item for a full refund. Company policy only allowed me to offer the customer store credit since he didn't have a receipt. After letting him vent, listening intently to his concerns and apologizing for the inconvenience, I helped him find a gift for his wife for the same price so he wasn't out any money. He thanked me for my patience and told me he would tell his friends about his experience.

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Question # 13

Can you explain me about an experience you've had with a really irate customer. How did you handle it?

Answer:-

Every customer service rep is going to encounter customers who are upset. Great candidates should remain respectful while continuing to provide as high a level of service as possible.

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Question # 14

Can you tell me what is an example of a time when you identified a problem and advocated on behalf of a customer?

Answer:-

Good customer service reps help customers solve problems, but great customer service reps are proactive about looking for ways to prevent problems from occurring in the first place.

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Question # 15

Please tell us how Do You Advise The Customer If A Customer Does Not Know What He Needs And Comes To You For An Advice About The Product?

Answer:-

In order to find out what product characteristic or other demands which the customer requests, I make some related questions. It is usually useful to make a conversation, so you can examine any special requests or preferences. Once I receive that information, I will tell the customer some ideas and show how they satisfy the customer's needs. Customers only have lots of information. This information can come to customers from different sources, and it is normally not able to say which product is the one they want. Through the conversation, the customer can express their expectations from the product and up to them, you can give the exact advice.

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Question # 16

Explain what Would You Do To Get Things Moving When There Is So Much Of Traffic Of Customers And More Coming In?

Answer:-

I build a quick line system, one line will help anybody with jobs that can be done fast, while the other one for slower moving customer matters. One or two people are appointed to solve the customer's issues. That decreases the numbers and pushes the difficult jobs faster. Quick service should be given to customers. A long waiting line is the good basic for getting complaint. The demand for efficient time frames is realized in the good customer service practice.

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Question # 17

Do you know aligning Content with Market/Customer Needs?

Answer:-

Content marketing is the process for developing, executing, and delivering the content and related assets needed to create, nurture and grow a company's customer base. If you don't have the capability to understand a market (e.g., be able to listen to customers and influencers, and identify their communicated and latent needs), you simply won't be able to deliver great, engaging content.

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Question # 18

Can you provide a specific example of content you created that entertained and/or educated your readers?

Answer:-

* Why it's important to ask this: Content marketing is about adding value to your readers, such as providing an infographic that educates about their industry, or creating an entertaining video that helps them with their job or career. Your team needs to create content that provides entertainment such as through story-telling or comedy in order to stand out from the crowd, and to capture and sustain their attention.

* What to look out for: Look for examples of their content that told a story, used humor, and/or educated their audience about something other than a company's products. Bonus points if the candidate has delivered more unique formats of content, such as infographics, podcasts or interactive content. Ask for examples of where they've used visual content, including why they were or weren't successful.

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Question # 19

Tell me how important do you think it is to work collaboratively with other customer service representatives and teams across a company?

Answer:-

Providing exceptional customer service is a team effort that requires constant collaboration to build a strong, positive image of the company. This question will let you know if a candidate is willing to jump in and help their colleagues, and if they have the ability to relay customer feedback effectively to other departments.

What to look for in an answer:

* Teamwork abilities

* Communication skills

* Desire to improve the company

Teamwork is essential for success as a customer service rep. At my last job, I worked closely with a cohesive team. We regularly pooled our knowledge and resources to address tricky customer complaints and handle a large amount of incoming calls during peak times. I also collaborated cross-functionally by collecting customer feedback and communicating it to the product team.

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Question # 20

Tell me what do you do when you don't know the answer to a question?

Answer:-

The key here is honesty. Especially if you have a complex product or service, it's much better for a customer service rep to say "I don't know, but let me find out," than to provide potentially inaccurate information.

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Question # 21



Top Customer service based Marketing & Online Customer Support Interview Questions:

Answer:-

- * 1. What does good customer service mean to you?
- * 2. What appeals to you about this role specifically?
- * 3. What's the best customer service you've ever received? Why?
- * 4. Can you tell me about a time you received poor customer service?
- * 5. Is there a difference between customer service and customer support?
- * 6. Can you tell me about a time when you were proud of the level of service you gave a customer?
- * 7. Have you ever dealt with an unreasonable customer? How did you handle it, and how would you handle it today?
- * 8. Have you ever bent the rules in assisting a customer? Tell me the situation and the outcome.
- * 9. In your past work, have you ever received negative feedback from a customer? What did you do with that feedback?
- * 10. Can you tell me about a customer that you found difficult to understand, and how you approached that interaction?
- * 11. Can you describe a time when you had to say "no" to an important customer's request?
- * 12. What's the best way to help a customer who has worked with multiple agents and hasn't received the help they need?
- * 13. Have you had a time when a customer was reporting a technical issue that you didn't know the answer to? What was your approach, and how did it end up?
- * 14. Can you tell me about a situation with a customer when there wasn't a clear policy to use, and you needed to make a judgement call? How did you approach your decision, and what happened?
- * 15. Can you give me an example of a situation where there were major problems with your product/service, and you needed to respond without having all the answers yet?
- * 16. Can you give an example of how you handled alerting a customer when your product/service caused a major problem?
- * 17. When responding to a customer, how do you decide what information to include, and what to leave out?
- * 18. Can you tell me about a time when you needed to convince a customer or a teammate to change the way they were working (e.g., adopt a new procedure or modify their language), and how you went about that?
- * 19. What's the last new skill you learned? Why did you choose that skill, and how did you learn it?
- * 20. Can you tell me about a time when you made a great contribution to your team?
- * 21. What's the next book I should read? Why?
- * 22. What are you better at today than you were this time last year?
- * 23. What do you think makes a good teammate?

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Question # 22

Behavioral Marketing & Online Customer Support Interview Questions:

Answer:-

- * What would you do if you were on the phone with a dissatisfied client and didn't know how to answer their question?
- * How would you reply to an angry customer who wants to speak with your manager?
- * How would you respond to a client who complains that the product is too expensive and asks for a discount?
- * How would you handle multiple calls and emails from customers about a system failure that was due to a technical issue beyond our control?

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Question # 23

Operational and Situational Marketing & Online Customer Support Interview Questions:

Answer:-

- * How many customers do you usually talk to daily?
- * Are you familiar with our products/services? What do you think are the most common issues we face with clients?
- * How do you communicate customer comments to internal teams (e.g. Marketing and Product)?
- * Are you familiar with CRM software? What tools do you use on the job?
- * Do you use social media and forums to contact customers and answer their queries? If so, what are the basic rules of effective online communication?

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Question # 24

Role-specific Marketing & Online Customer Support Interview Questions:

Answer:-

- * How do you work with targets? What's your track record of achieving quotas?
- * What do you find interesting about the customer care sector? Why did you choose this career?
- * How do you prefer to contact clients: in-person, via email or on the phone? Why?
- * Describe a time you turned a negative situation with a customer into a positive one.
- * Do you prefer individual or team goals? Why?

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Question # 25

Please tell me have you tried our product or service? What problems did you encounter?

Answer:-

This might sound like a trick question, but it isn't. A great candidate should feel comfortable talking about their experience using your product or service, and pointing out places where their experience could have been improved.

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Question # 26

Tell us what customer service tools do you have experience with?

Answer:-

Every company's customer service stack is different, but it's an added bonus if a candidate has past experience using ticketing systems, CRMs and collaboration tools,



or has the desire to learn new technologies and systems.

What to look for in an answer:

- * Ability to learn quickly
- * Past experience
- * Specific tools and systems

I have extensive experience using live chat software, JIRA for ticketing and Zendesk for customer relationship management. I'm also really interested in learning more about how automation can make the customer service process faster and more efficient.

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Question # 27

Can you explain me a situation in which you were given feedback on a content piece?

Answer:-

- * Why it's important to ask this: I certainly want a content marketer to have an opinion about what works and what doesn't work. However, it's also important that they can accept critiques about their work and make changes as necessary.
- * What to look out for: Understand what type of feedback they received, how it made them feel-and most importantly-what they did with that feedback.

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Question # 28

Do you know maintaining a Consistent Supply of Quality Content?

Answer:-

This competency deals a lot more with operations than simply content creation. Producing and delivering great content on time on a regular basis is no easy feat.

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Question # 29

Please explain what do you do when a customer points out a big, known issue with your product or service?

Answer:-

This question should give you a sense of the candidate's ability to empathize with a customer. Good customer service reps should be able to apologize and acknowledge known problems while assuring customers that your team is working on a solution.

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Question # 30

Tell us how Would You Handle If You Are In A Company And The Company Is Not Serving The Needs Of The Customers?

Answer:-

Base on the quality of the job, you need to understand the products, services and systems and you should observe the actions from both sides, the company's point of view as well as (more important) the customer's.

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Question # 31

Tell us how Important Is Customer Satisfaction To You?

Answer:-

It means that how you should have to do in order to deal with customers in a proper or positive way. Each customer has different preference or demand so the key task of a customer service employee is what he/she must make for a variety of customers to understand that they are also take care of their problem. In order to penetrate into customer's psychology and preference, you need to create customer care service and assist him/her in accordance with their requirement and satisfaction.

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Question # 32

What is Action-Oriented?

Answer:-

Being a content marketer requires working with many people that don't report to you, and getting them to deliver a product or service that can make or break your own success. This can include content from a product marketer, SEO insight from the digital team, and promotion by the social media team. Your content marketer should have the drive and creativity to do what it takes to get the product (i.e., content) out the door, optimize its promotion, and be prepared to do things differently when required. They need to be able to take a risk when necessary.

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Question # 33

Explain me what content marketing blogs do you read?

Answer:-

- * Why it's important to ask this: Is the candidate really interested in content marketing? Do they take personal initiative to educate themselves and grow as a content marketer? Or will they only grow solely through your mentorship on the job?
- * What to look out for: See if they mention specific blogs. If they just say, "you know, all of them," or "the usual ones," they are likely not reading any.

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Question # 34

Explain me what would you do if a frustrated customer complained about a widely known problem with the company's product?



Answer:-

How a candidate handles a customer pointing out a well-known problem with a product or service can reveal their level of empathy and ability to communicate clearly and respectfully with an unsatisfied customer.

What to look for in an answer:

- * Empathy
- * Patience
- * Problem-solving skills

I would apologize, tell them I completely understand how they feel and assure the customer that my team is currently working to fix the problem. I would also give them a timeline for a solution and make sure they felt valued by thanking them for their feedback.

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Question # 35

Tell me how Would You Handle The Negative Comments From The Angry And Frustrated Customers?

Answer:-

Show your warm, friendly and professional character. Only express it and do not tell your customers about that. Keep it in mind and you should demonstrate your ability in controlling and your power so that you are authorized to make dialogue (while your listening skills are maintained) and you will not be bull dozed or effected by the sentiment of the complainant.

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Question # 36

Explain me how Would You Handle Complaints As A Customer Service Representative?

Answer:-

The customer's complaint about goods or services needs to follow the specific policies and formalities. In order to make customers understand the process, I take them into each part and interpret clearly these guidelines. I do not show any ideas on the result of the complaint. This is the strict book method and it is the unique truly exact response. No ideas are suitable in such situation.

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Question # 37

Explain me what customer service means to you?

Answer:-

Customer service representatives are the first point of contact for your customers, acting as the face of your company and driving loyalty, retention and acquisition. Ask this critical question to gauge a candidate's commitment to the role and gain insights about their customer service philosophy.

What to look for in an answer:

- * Approachable personality
- * Understanding of the role
- * Passion for customer service

To me, customer service means identifying the root of a customer's problem and working to find a solution that surpasses their expectations using in-depth knowledge of the company's service or product. Exceptional customer service is all about maintaining a positive and friendly attitude that makes a good first impression and leaves a lasting one.

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Question # 38

Explain me what Are Your Biggest Strengths In Customer Service?

Answer:-

* Identify which you are good at: Knowledge, Experience, Skills, Abilities.

* Prepare a list of your strong points.

* Review the recruitment requirements: You should review carefully the recruitment requirements to know for sure which requirements are the most important to the employer.

* Make a list of your strong points in your resume/cover letter: List and describe your strong points in your resume and cover letter orderly. You should make descriptions to those points in your resume.

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Question # 39

Explain me what do you do when you don't know how to help a customer?

Answer:-

Even with extensive training and experience, customer service representatives won't know how to help every customer. Ask this question to find out if a candidate knows how to respond calmly and efficiently in these situations.

What to look for in an answer:

- * Honesty
- * Problem-solving skills
- * Confidence

I never pretend to know an answer if I don't. If I'm unsure how to help a customer, I say, 'Great question! Let me find out for you,' and take steps to find a solution. At my previous job, I helped customers with complex software products and if I didn't know an answer, I reached out to my co-workers for assistance, referred the customer to someone who could help or looked through my training manual for answers.

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Question # 40

What is multi-Tasking?

Answer:-



This is the ability to manage many activities and prioritize deliverables in a demanding, fast-paced environment. No doubt there's some overlap here with being action-oriented, however, the need to be a great project manager cannot be under-estimated-especially for more senior staff.

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Question # 41

Please tell me what types of customer service systems have you used in the past?

Answer:-

There are a lot of customer support systems out there. Some of the more common ones include Zendesk, Freshdesk, Desk.com (owned by Salesforce), Zoho Support, and Jira Service Desk.

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Question # 42

Can you please tell me an example of a time you gave a customer great service?

Answer:-

Great candidates should have specific stories of interactions they've had with customers. It demonstrates that they really do empathize with the individuals they're serving and understand the value of great service.

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Question # 43

Explain me desire and Ability to Work in a [Small/Large] Company?

Answer:-

Select which version is best for your organization. There are significant differences between the two environments.

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Question # 44

Please explain what Would You Do To Deny A Request From A Customer?

Answer:-

It is the right time for your diplomacy, characters and calmness to shine. A brilliant basic for your answer is a simple but not a complete explanation. An important thing with all businesses is to be able to keep customer, particularly in the fierce argument so it is best to mention this customer faith.

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Question # 45

Tell me do You Think You Are Good At Interacting With People?

Answer:-

Describe your style. Put your best foot forward if applicable, use words such as friendly, enthusiastic, informed, quick, patient and lucid.

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Question # 46

Tell me how Would You Explain The Philosophy Of Good Customer Service?

Answer:-

My career's philosophy is to take responsibility to keep the customer in good relationship and bringing out a clearly experience for the individual customer by appraising the customer's demands, by satisfying the customer's requests, keeping the promises and listening to the customer's needs.

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Question # 47

Tell me what makes for great customer service?

Answer:-

This question should give you a sense of how the candidate views their role. A great answer won't just involve solving a problem or answering a question, but ensuring that the customer had as positive an interaction as possible.

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Question # 48

Tell me how Will You Answer Accurately To The Customers?

Answer:-

Explain to the interviewer that you realize that you are the first point of contact for the customer and how very important it is to speak politely, accurately and professionally. Throw in this quote: You never get a second chance to make a first impression.

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Question # 49

Please tell us how do you measure your success as a customer service rep?

Answer:-

Good candidates should put the experience of the customer first, but they should also be conscious of things like response time, tickets closed, and other metrics that



translate to cost savings for your customer service department.

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Question # 50

Tell me how Would You Deal With Difficult Customers?

Answer:-

I listen to the customer and concentrate on the customer's matter. I do not argue or debate over any problems. I find out the useful solution or other effective ideas that are comfortable with the customer.

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