**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Strategic Customer Success Vision | 1-2: No clear strategy; responds reactively to customer issues without goals.
3: Defines annual goals, segments customers, and ties tactics to retention targets.
4: Builds multi-year plans with clear KPIs, priorities, and resource plans.
5: Creates a transformative, scalable vision that opens new revenue and market opportunities. |  |
| Customer Retention & Growth | 1-2: Misses retention targets and lacks expansion plays.
3: Consistently meets renewal targets and executes renewal processes.
4: Drives sustained net revenue retention improvements and repeatable expansion plays.
5: Creates market-leading NRR through scalable upsell and cross-sell motions. |  |
| Team Leadership & Talent Development | 1-2: Fails to hire, coach, or retain key contributors; high turnover.
3: Builds competent teams and provides regular coaching and feedback.
4: Develops leaders, reduces attrition, and establishes clear career paths.
5: Creates a high-performing leadership bench with succession plans and internal mobility. |  |
| Operational Execution & Scaled Processes | 1-2: Processes are undocumented and operations fail under scale.
3: Implements repeatable onboarding, renewal, and escalation processes.
4: Automates workflows and optimizes operations for efficiency at scale.
5: Designs resilient, measurable operations that scale globally with low friction. |  |
| Cross-functional Collaboration & Stakeholder Management | 1-2: Operates in silos and misses commitments with sales or product.
3: Maintains regular alignment with sales, product, and finance on priorities.
4: Drives joint GTM motions and proactively resolves cross-team blockers.
5: Transforms partnerships into predictable revenue contributors and strategic initiatives. |  |
| Data & Metrics-driven Decision Making | 1-2: Lacks reliable metrics or ignores data when making decisions.
3: Uses core CS metrics (NRR, churn, CSAT) to inform actions and reviews.
4: Builds dashboards, segments customers, and runs experiments based on data.
5: Uses predictive analytics to identify risk and drive proactive strategy changes. |  |
| Customer Advocacy & Product Influence | 1-2: Rarely captures customer feedback or fails to influence product decisions.
3: Escalates major customer issues and contributes to roadmap discussions.
4: Systematically captures voice of customer and prioritizes product asks with ROI.
5: Shapes product strategy with customers, creating referenceable accounts and differentiation. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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