Recruit CRM — Customer Success Associate (CSA) Assessment

The goal of this project to assess 2 things:

1. Your written communication skills.
2. Your on-screen presence - the ability to record an effective 1-3 minute Loom feature while sounding excited & happy.

Task A: Product Pitch Simulation (CSA-Focused Video)

As a CSA, you often need to explain product value quickly and clearly to different types of users — from recruiters to hiring managers. In this task, you'll record a 2-3 **min pitch video** explaining how a specific **Recruit CRM feature** solves a **real customer problem**.

Note: Use Loom **and explain the relevant feature that is solving the purpose for the selected persona. The video must show your face along with the shared screen**.

Here is the sample - LINK (view to understand how to record)

Instructions:

You'll receive **3 user personas** — choose **1** persona to prepare for.

Sample Personas:

- **Junior Recruiter** struggling with tracking follow-ups
- **Agency Manager** managing remote recruiters and async updates
- **Talent Acquisition Specialist** needs to check real-time status/progress of all their candidates and jobs that they are working on

Instructions:

Once you have picked any one persona, you record a video (using Loom) of how you have resolved the challenge where you would need to explain:

- Which feature of RecruitCRM is useful to that persona

- How it is used and helpful to make their job easier
- Why that particular feature matters
- Try to keep it simple
- End with a friendly note

Note: The video must show your face along with the shared screen explaining the feature in Recruit CRM !

You can create a free trial to test this from (Recruit CRM - Signup)

If the above is not working, try again after 15 min.

Submission Format: Loom link or video/audio upload (max 90 seconds)

Task B

(Part A) : Customer Scenario Email Response + AI Curiosity

Instructions (Written Task):

Choose one of the following real-world customer scenarios and respond via email (max 250 words)

Option 1: Escalation Handling

A long-time customer is frustrated that a bug hasn't been fixed for a month.
Your email should:

- Acknowledge their frustration
- Provide context or a workaround (if any)
- Reassure them about next steps

Option 2: Feature Clarification

A client misunderstood the platform's capabilities and expected a feature that doesn't exist.

Your email should:

- Clarify the misunderstanding respectfully
- Suggest an alternate workflow
- Maintain a proactive, friendly tone

Option 3: Onboarding Follow-Up

You onboarded a new user last week.

Your email should:

- Check if they're facing any blockers
- Suggest a tip or hidden feature based on their role
- Offer to help in a friendly, proactive tone

Part B: AI Curiosity

At the end of your email response, answer **one** of the following (in 2–3 sentences):

1. What's one thing you're curious about when it comes to AI in customer service?

<div align="center">OR</div>

2. Name a tool or feature (like ChatGPT, Gmail Smart Reply, etc.) that uses AI. What do you like/dislike about it?

<div align="center">OR</div>

3. If Recruit CRM gave you an "AI buddy" on Day 1, what tasks would you ask it to help with?

Submission Format: Word, Google Doc, or PDF (max 250 words total incl. AI answer)

Kindly submit your assignment - LINK