**Interview Assessment Task**

One of the Chief Customer Office’s ambitions this year is to increase the effectiveness of leads/interactions we serve to customers, measured as a proportion of customers interacting with our messages relative to total leads sent.

For this task we would like you to use the accompanying data to compare and contrast the effectiveness of some of our lead portfolio in lending - drawing conclusions and hypotheses (where possible), as to what might be causal to performance.

Consider:

What appears to be working and what doesn’t ?

What strategies employed by the Chief Customer Office and or the Business units might be driving any performance trends?

Has performance changed over time? If so, hypothesise why

What might be causal factors?

What further information might you need to make the analysis more robust?

Please prepare a presentation of no more than three slides and which lasts no longer than ten minutes. You will be assessed on your analytical ability, critical thinking processes and your ability to present (verbally & written) to stakeholders. We’re looking for your views, not just a description/view of what the data tells us. Consider any data gaps that may have been useful as well as any further analysis you could have undertaken.

We don’t expect applicants to spend more than 3-4 hours on this task so do what you can and think about what you would have done if you’d had more time/data.

Thanks