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 any screen recording app (like [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.

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

Record a short and clear video where you:

1. **Pick one type of recruiter (from the list given)**

2. **Talk about one Recruit CRM feature that can solve a real problem they face**

→ Keep it simple, like how it makes their job easier or faster

3. **Share one interesting fact or stat about hiring or recruitment**
→ Something real that shows why this feature matters

4. **End with a friendly message**
→ Like "Go check it out!" or "Give it a try!"

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

NOTE: For any queries reach out to sarvesh@recruitcrm.io