Blue Mountain Skills Test

Thank you for your application. We’re excited at the potential of new talent joining us aboard our magic bus! We are looking for individuals whose energy and skills will help us move faster, think bigger and dream brighter.

Let’s get started!

**ABOUT US:** Resonate’s key product is an enterprise SaaS Customer Experience Management (CEM) platform that allows companies to measure and systematically increase their CX measurement scores.

Customer feedback is at the base of a CEM platform. Without this data, we cannot enable the frontline teams with actionable insights or allow our clients to improve customer experience at a strategic level. It is essential that both the quantity and quality of feedback data remains high.

*To learn more about our product range, please visit our website: www.resonate.cx*

**OUR CUSTOMERS:** Looking at our current client list you will get a better understanding of the size and type of organisations we work with. We are not domain specific, everyone has a customer, so everyone benefits from a CEM strategy. The market is huge and growing. Our customers are organisations that have a very strong customer focus and want to use it as a strategic lever to gain competitive advantage.

**OUR PRODUCT/OFFERING:** Resonate’s SaaS CEM platform allows organisations to:

1. **Listen** – Collect feedback
2. **Act** – Action this feedback
3. **Discover** – Get insights through analytics
4. **Improve** – Drive organisational culture change through tools that enable customer centricity

**Challenge:**

**(Data file attached)**

Blue Mountain is a childcare with whom we have been doing a pilot on their customer experience program. We have been helping measure the experience parents and their children have at the many centers across Australia.

We have been running the program for several months now and the time has come to dive a bit deeper into the data. The customer success manager has asked for your assistance with preparing insights to present to their key stakeholders from the marketing department.

**Task:**

Prepare a 3 to 5 slide PowerPoint presentation covering the below items.

**Q1:** Top 3 insights that our customer’s team can take away to make decisions/improvements to their business

**Q2:** Outline a particular key trend you have uncovered in the data which would be helpful for them focus on over the next 6 months. Why should they focus on this, and what in the data/report supports it?