2021 Internship Program – Assignment Overview
[Streams: Sales / Marketing / Technology]

Thank you for applying to this year's Internship Program at Crux Labs.

Apart from the resume and cover letter that you have already submitted, we assess the candidates by giving a short assignment to offer you're an opportunity to express yourselves creatively and demonstrate your marketing skills. We will assess your submission for approach, creativity, customer, business and technology orientation, ability to link problems and solutions, communication, etc. If shortlisted, you will be invited to a video interview round.

We follow an engaging process of evaluation since our internships are not just internships, but we use this period for on-job training and give an opportunity to our interns to learn and perform so that they could be considered to be absorbed against open positions.


Sales & Marketing Streams

The assignment is a simple one - we want you to look at our website (https://www.crux-labs.com), social pages and media reports, and try to understand our product, Crux, from customer point of view. We would like you to pick any of Crux' feature that you might find to be the most compelling one, or any useful aspect of Crux that appeals to you the most, and articulate its value from other business' perspective. As an outcome, use your creativity to produce a 400-words write-up, or put together a drawing or illustration or a 15-sec video communicating the same. There is no preference or additional points for one medium over the other. Pick the medium that you feel most comfortable expressing or if you feel the subject warrants that medium. In addition to the artefact, describe your approach and reason for preference of medium chosen in 100 words.

Technology Streams

The assignment is a simple one - we want you to look at our website (https://www.crux-labs.com), social pages and media reports, and try to understand our product, Crux, and submit your approach, if possible, with code, to solve following two problems:

1) How would you go about investigating and connecting Crux to a CRM platform using CTI?

2) There is a customer with 50 employees who wish to have a capability such that when employees install a Softphone dialer to use Crux in their organization, the organization directory containing Names and Intercom numbers of all employees can automatically sync-up with the softphone app on mobile or laptop. How would you go about solutioning this problem? Describe all the components involved.
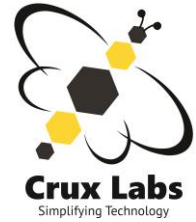
View these assignments as an empty canvas. We want to see your ability to understand a technical product and be able to explain it in simple terms - textually or visually.

You can use the below mentioned links for your research:

- Website   :   https://www.crux-labs.com
- Linkedin   :   https://www.linkedin.com/company/wearecruxlabs
- Facebook   :   https://www.facebook.com/wearecruxlabs
- Instagram   :   https://www.instagram.com/wearecruxlabs
- Twitter   :   https://twitter.com/wearecruxlabs
- YouTube   :   https://youtube.crux-labs.com

Submit your assignment over an email to us at career@crux-labs.com

Applications close on: **Friday, 30 April 2021, 23:59 Hours.**

All the best and looking forward to receiving your submission!

Team Crux Labs