**Case study**

We are absolutely thrilled you are interested to join us at Rohlik. By now we have spoken to you about your experience and personality in great detail. Next step is to find out how you tackle a task in reality.

**Business Optimization Lead CZ**

**Situation**

One of the key differentiators of Rohlik’s customer proposition is a great Customer Care

department (call centre responding to emails, calls and chats). We can see that lately

customer experience with our customer care dept. is deteriorating, i.e. customer satisfaction

is dropping down (CSAT has dropped by 6 pp in the past month).

**Task 1:**

You are tasked to figure out what is going on, reverse the trend and improve the customer experience. How would you solve this problem? Please, describe steps, stakeholders and a very

thorough timeline.

Please, invest maximum 1 hour effort into preparation of the output.

**Task 2**

Describe one of the bad customer experiences you have encountered lately and put together

a plan of how you would improve the experience if you were asked to do so as a responsible

interim member of the management team of that company.

Put together a brief description of what was the situation and an improvement plan in the

form of slides or a structured text document.

Please, invest maximum 1 hour effort into preparation of the output.

**Format**

We are not strictly set on the form of the presentation. Whatever works for you and you are comfortable with, works for us. So if you just want to have an open forum discussion without any materials, we are in. If you want to present any documents to us, we will provide the tools for it or bring your own. Just let us know.