

Hire a Customer Service Team (3-Part Checklist)

Resume Highlights



Here are some essential experiences and qualities to look for when reviewing resumes.

- Experience in a previous customer service or ecommerce role
- Experience in similar customer-facing roles (retail, food service, in-person tech support, or other smaller-scale roles that require relationship-building)
- Experience with customer-centric technology (previous support platforms, POS, etc.)
- Strong interpersonal skills and communication
- Ability to think critically and problem solve at a fast pace
- Leadership skills and the ability to collaborate with multiple teams/departments



Keep In Mind

Ten years of prior service experience would be amazing, but that's not always realistic or a must in order to find some of the best talent out there. Other customer- or client-facing skills and backgrounds can factor into identifying ideal candidates.

In the Interview

Here are some key questions to ask and discussions to have when screening potential ecommerce support agents.

- “When you can’t find an immediate solution to a problem, how do you respond?”
- “How do you establish a relationship with people? With co-workers? With customers?”
- “What are some ways you would try to go above and beyond for our customers?”
- “What do you think the role of a customer service rep is?”
- “How do you manage stress in a fast-paced environment?”
- Describe a real-life customer service situation and ask: “How would you react to this situation and provide a solution?”
- Provide an example of a complex idea or process and ask: “How would you interpret and explain this concept in more simple terms?”



Keep In Mind

These conversations should be less about finding specific information or success stories and more about unpacking candidates' processes in order to find solutions and drive loyalty. Though you may have an idea of what the “right answer” would be, lean more into understanding their character and approach.

Ideal Candidate Qualities

Having reviewed resumes and met with candidates in person, you've gotten an idea of who they are and their key strengths. Use this last section to see if any of your candidates have the qualities of the best possible support agent:

- Emotional intelligence (EQ), including a deep understanding of people, what creates trust in a relationship, and how to maintain that relationship long-term
- Easy and effective communication, including the ability to distill complex ideas and information into a digestible, actionable package for customers
- Adaptable to new situations and technology, particularly key for quickly onboarding new hires to your platform, using support tech like automation, and understanding your brand inside and out
- Able to navigate and dominate common roadblocks using the resources and tools at their disposal to creatively problem-solve for customers and continually improve the support expertise of your business
- Interest in constantly learning and improving themselves, whether in high leadership roles within customer support or in other areas that create a loyalty-driving customer experience



Keep In Mind

Certain qualities might be better suited to certain niche ecommerce brands, but overall a successful support agent would have the ability and EQ to fit in anywhere.