



# Interview Guide

Prepared by:

AIQ Talent Team

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## About ActionIQ

[ActionIQ](#) is at the center of a data-driven revolution. We're changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. We concentrate on solving enterprise data challenges, empowering teams to create authentic customer experiences across all brand touchpoints.

ActionIQ partners with enterprise companies by connecting their first-party customer data, providing an easy-to-use interface for business users to access customer insights and enabling customer experience orchestration across channels. We are helping brands like The New York Times, Pandora Media, The Hartford, Shopify, American Eagle Outfitters and others grow customer satisfaction and revenue.

## Office Life

We've opened a beautiful new office right on Madison Square Park! All NYC-based employees work in the office 3 days per week (Monday, Wednesday, Thursday). *All employees and guests must provide proof of vaccination in order to work in the office.*

Among many office perks, our team enjoys catered lunches, a weekly all-hands meeting and team social gatherings.

## Highlights & Insights

Sure we're blushing, but [check out our Glassdoor](#).

Eager to learn more? [Click through to our blog](#).

Hear what our [customers are saying](#).

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# Interview Guide

Thank you for your interest in ActionIQ.

AIQ's hiring process is an intrinsic part of our success and our overall company culture. Our teams are composed of individuals from every background and we care deeply about building a fully inclusive company. This ideal is at the foundation of our hiring.

The steps outlined below may change slightly from team to team, but the same tenets and structure apply regardless of level and function. These are examples of what you may expect as you go through each stage. This guide is meant to support you but never hesitate to reach out to your recruiter or recruiting coordinator should you have questions along the way.

Join us on our journey to build a product that will help companies deliver memorable experiences to drive loyalty and growth. We're excited by the prospect of working with you.

If you require accommodations, please do not hesitate to reach out to our team at [hr@actioniq.com](mailto:hr@actioniq.com).

## What to expect

We want to discover what working with you would be like and we want you to know what it's like to work with us. We want you to ask questions and approach each step with curiosity during the interview journey. The interviews will include competency-based, behavioral-based, and situational-based questions. We hope you feel comfortable communicating openly, problem solving out loud, and bringing your whole self to each interview.

### CONVERSATION:

- (1) *30-minute* phone conversation with someone from the recruiting team. The recruiter will assess your background, skills and experience(s) through a series of questions.
- This is a great opportunity to ask questions surrounding culture, growth, benefits, etc.

### MANAGER CHAT:

- (1) *30-60-minute* Zoom (or in-person) conversation with the hiring manager for the position. They will be exploring your skills and expertise through structured interview questions.
- This is a great opportunity to showcase your knowledge of ActionIQ, our market and ask questions surrounding KPIs (if applicable), career trajectory, onboarding, team goals, etc.
- Key to success: Do your research and understand how the position contributes to the organization and your own personal career journey. Prepare by thinking about specific examples of how you have been successful in your current and previous roles.

### EXERCISE:

- *45-60-minute* Zoom (or in-person) evaluation with members of the team. This stage is designed to simulate real situations that would arise on the job.
- This is an opportunity to showcase how you think and (if applicable) your technical areas of expertise.
- Key to success: Practice. You will be given an outline of what this stage entails during the process. It's recommended that you look online for resources to aid with your preparation where possible. Bring your unique personality and showcase how you work in a team.

### INTERVIEWS:

- *45-60-minute* Zoom (or in-person) conversations with members of ActionIQ. The members of the company are looking to understand your behavioral, situational and technical skills through structured interview questions.
- Key to success: Research your interviewer(s) and prepare specific questions for each.

### What we look for:

- Communication
- Collaboration
- Transparency
- Adaptability
- Professionalism
- Growth Mindset
- Strategic Thinking

### Do these things before, during and after:

- *Be knowledgeable* — we want to know why you're interested in AIQ
- *Be you* — we invite you to bring your authentic self to the table
- *Be specific* — we ask that you focus on details, not generalities
- *Be curious* — we are looking for growth-minded individuals

- *Be connected* — follow us and stay connected with your recruiter
- *Have fun!*