

Cisco

Exam Questions 820-605

Cisco Customer Success Manager



NEW QUESTION 1

Which sources should be used to uncover customer barriers?

- A. data, health score, intuition
- B. conversation, data, health score
- C. intuition, observation, data
- D. observation, conversation, data

Answer: D

NEW QUESTION 2

A customer complains about the number of times they must explain their problems and ask different team members to find a solution. How can this issue be avoided?

- A. Share the company's organizational chart with the support team.
- B. Provide customers with relevant use cases for the purchased solution.
- C. Ensure that the customer knows the point of contact for product training.
- D. Clarify roles and responsibilities with the stakeholders.

Answer: D

NEW QUESTION 3

In an onboarding session, introductions to new stakeholders were made, new KPIs were collated, and desired use cases were discussed. Which step does the Customer Success Manager take next?

- A. Document the session, stakeholder interests, and metrics for leadership
- B. Create a success plan to be reviewed with the customer at the next review meeting
- C. Provide technical configuration for development
- D. Discuss new opportunities and new products to purchase

Answer: B

NEW QUESTION 4

Which scenario represents a use case expand opportunity?

- A. usage KPIs are on target entering the fourth quarter
- B. supplementary training sessions are organized on existing features
- C. solution management team adds headcount
- D. endpoint security solution extended to cover data center servers in addition to laptops

Answer: D

NEW QUESTION 5

Which two outcomes are the goals of the initial customer meeting to onboard the customer into customer success? (Choose two.)

- A. completion of customer training
- B. confirmation of customer business outcomes
- C. review of product roadmap
- D. scheduling of Quarterly Success Review
- E. agreement of key stakeholders

Answer: BD

NEW QUESTION 6

What is a business adoption barrier?

- A. solution is not implemented
- B. customer lacks technical knowledge
- C. services are unpurchased
- D. lack of customer stakeholder

Answer: B

NEW QUESTION 7

What are two examples of expand opportunities? (Choose two.)

- A. providing solution optimization services
- B. adding headcount to manage solution by the customer
- C. training on existing features
- D. hosting an executive review
- E. increasing license count

Answer: AE

NEW QUESTION 8

What defines customer success?

- A. the business methodology of ensuring that customers are always on the latest software releases and subscription contracts so customers can focus on core business activities.
- B. a measure of the Net Promoter Score resulting from a disciplined engagement of sales, services, marketing, and customer success teams working seamlessly together to deliver a positive experience.
- C. the business methodology of ensuring that customers achieve their expected and unexpected outcomes while using the product or service.
- D. the business methodology for increasing recurring revenues by minimizing the risk of churn while driving adoption and expansion.

Answer: C

NEW QUESTION 9

Which term describes the gap between the features and functions customers purchases and the features and functions customers use?

- A. consumption
- B. organizational
- C. financial
- D. capability

Answer: A

NEW QUESTION 10

The customer wants to reduce their exposure to security events. Which business outcome is critical to the company's success?

- A. risk management
- B. market growth
- C. sustainability
- D. cost efficiency

Answer: A

NEW QUESTION 10

The Customer Success Manager notices that their customer has delayed going into production. Which action does the Customer Success Manager consider?

- A. Suggest that the customer replace their existing staff
- B. Provide the customer with a chargeable deployment service
- C. Re-enforce the time to value of the solution
- D. Give the customer a discount on a future purchase

Answer: C

NEW QUESTION 14

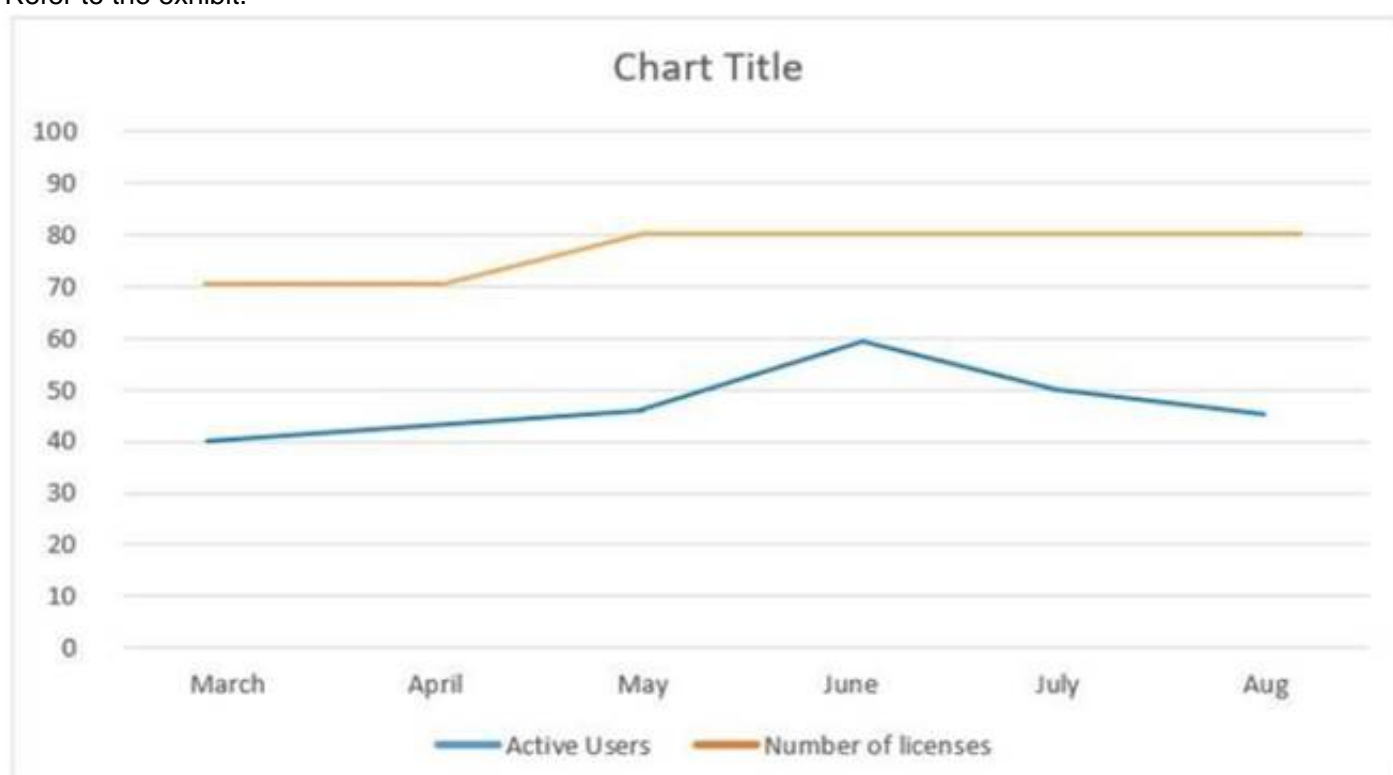
From a Customer Success perspective, why should the customer's health be monitored?

- A. to provide the opportunity to address any changes in the customer's experience around the solution
- B. to identify unused licenses so they can be addressed via a service improvement plan
- C. to directly enable renewals
- D. to give the customer valuable insight so they can automatically renew critical services on time

Answer: C

NEW QUESTION 19

Refer to the exhibit.



The graph shows a customer with a software product and highlights the number of paid- for licenses (shown with the orange line) and the number of users actively

using the product (shown with the blue line). Which statement about the customer is true?

- A. The customer has a high probability to renew and will include an expanded opportunity
- B. The customer's usage is too low to correctly measure the chance of their retention
- C. The customer has increased usage, which shows a strong indicator of renewal
- D. The customer's usage has seen a recent decline and the chance of them churning will be higher

Answer: D

NEW QUESTION 24

What is the customer success objective of a Quarterly Success Review?

- A. Introduce new products and services.
- B. Evaluate renewal contract.
- C. Align work effort to outcomes.
- D. Create a success plan.

Answer: C

NEW QUESTION 28

What is the purpose of capturing moments of success with a customer?

- A. expanding the purchased solution
- B. recognizing the value of the engagement
- C. renewing the contract and subscription
- D. validating deployment of the solution

Answer: B

NEW QUESTION 29

Which outcome is the best that a Customer Success Manager can achieve for a customer?

- A. adoption of all the licenses and features the customer purchased leading to expansion to improve the customer's business
- B. full adoption of all the technologies the customer purchased
- C. removing barriers so the customer achieves the fastest time to value possible from the solution they purchased
- D. ensuring the customers deployment teams and end users are trained and ready to adopt the technology

Answer: C

NEW QUESTION 30

Throughout the customer lifecycle, opportunities can occur that lead to customers becoming advocates for the Customer Success Manager's company. Which two opportunities can lead to advocacy? (Choose two.)

- A. moments of success when the customer acknowledges progress
- B. successful contract renewal
- C. green health scores over intermittent time periods
- D. continuing results based on unexpected value
- E. results that are not measurable

Answer: AD

NEW QUESTION 35

Which two actions are in adoption campaign? (Choose two.)

- A. messaging to users on best practice approaches to their solution
- B. messaging to stakeholders on new product releases
- C. messaging to stakeholders on the new features of their solution
- D. survey sent to all end users
- E. renewal reminder to stakeholders

Answer: BC

NEW QUESTION 40

Which key industry trend explains the need for companies to invest in a Customer Success practice and Customer Success Manager role?

- A. Service organizations must evolve from a "break fix" business model to proactive and pre-emptive services that help prevent problems for customers before they arise and accelerate solution adoption
- B. The CSM advises and professional services team on the best services to position.
- C. IT budgets are shifting to line of business decision makers who want to understand the business outcomes from technology investments before they purchase
- D. The CSM supports sales with use cases and testimonials for proposed solutions.
- E. IT is increasingly adopting new consumption model
- F. In a subscription economy, customers can cancel subscriptions if business value and tangible outcomes are not realized
- G. The CSM ensures that the customer's business outcomes are achieved with the shortest time to value.
- H. The accelerated pace of innovation in the era of the Internet of Things confuses many customers
- I. A CSM helps sales position the right technologies that will accelerate success for their business.

Answer: C

NEW QUESTION 44

In which stage of the Customer Lifecycle does the Success Plan get updated for the first time?

- A. Implement
- B. Adopt
- C. Use
- D. Onboard

Answer: D

NEW QUESTION 47

What is the best method to measure customer consumption of technology?

- A. telemetry and analytics
- B. recurring revenue management
- C. enterprise CRM and incident management
- D. content management

Answer: A

NEW QUESTION 50

What is the first step a Customer Success Manager should take to identify why the solution was purchased?

- A. Review the bill of materials
- B. Evaluate the Customer Success Plan
- C. Collaborate with the sales team.
- D. Engage with the customer

Answer: D

NEW QUESTION 55

The customer plans to relocate to a new building in the existing area to reduce cost. The company wants to retain talent through this transition. Which two business outcomes are critical to the company's success? (Choose two.)

- A. risk management
- B. employee satisfaction
- C. cost efficiency
- D. credibility
- E. sustainability

Answer: BC

NEW QUESTION 57

A Customer Success Manager was assigned a strategic new account. Which action prepares them for the customer introduction meeting?

- A. Engage with the account team to understand the expansion opportunities.
- B. Perform a deep analysis of all the sales orders to the past 24 months.
- C. Document customer's current technical escalations.
- D. Speak the internal contacts to understand the customer's priorities and sentiment.

Answer: C

NEW QUESTION 61

Why should a customer's success be documented?

- A. to establish KPIs that measure success
- B. to provide awareness of the value achieved by the solution
- C. to provide expansion opportunities for the sales team
- D. to document roles and responsibilities for project management

Answer: B

NEW QUESTION 65

Which action should be taken to identify and remove barriers when a customer moves from the Implement to the Use stage in the lifecycle?

- A. Provide break-fix support for technical problems experienced or observed by the customer.
- B. Provide training content to address current and existing barriers.
- C. Provide a detailed cost structure for the management team.
- D. Provide direct and in-depth technical expertise upon customer request.

Answer: D

NEW QUESTION 70

A customer voices frustration because the purchased solution is not being adopted as expected within the organization, and the organization's new leadership

does not have a historical perspective of the expected outcomes. Which two activities should the Customer Success Manager initiate to create mitigation plans to address these risk factors? (Choose two)

- A. Research the list of accelerators.
- B. Review the account health score.
- C. Analyze the adoption report.
- D. Examine the recent QBR results.
- E. Evaluate the architecture value cards.

Answer: CD

NEW QUESTION 75

What is a financial implication of churn?

- A. loss of revenue
- B. increased production
- C. reduced product utilization
- D. contract expansion

Answer: A

NEW QUESTION 77

On which two objectives should communication with customer executives focus? (Choose two)

- A. return on investment
- B. new sales
- C. product improvement
- D. user training
- E. time to value

Answer: AE

NEW QUESTION 82

What is the value proposition of customer success for customers?

- A. business vision support
- B. technical assistance prioritization
- C. external publicity
- D. incremental rewards

Answer: A

NEW QUESTION 87

Which statement describes the difference between customer success and customer sales?

- A. Customer sales is about selling solutions to meet business need
- B. Customer success is about getting customers to utilize those solutions to get the value they intended.
- C. Customer sales is about getting customers to utilize their solutions to get the value they intended. Customer success is about making sure the customer deploys the solution within an effective timeline.
- D. Customer sales is about getting customers to utilize their solutions to get the value they intended. Customer success is about expanding the customer's portfolio.
- E. Customer sales is about selling solutions to meet business need
- F. Customer success is about finding product opportunities for sales as the customer utilizes their current solution.

Answer: A

NEW QUESTION 90

Which tool is used by a Customer Success Manager to establish cross-functional alignment, ensure efficient execution and communication across a project team, and facilitate stakeholder management?

- A. KPIs
- B. Stakeholder Map
- C. RACI
- D. Health Index Report

Answer: C

NEW QUESTION 91

What is a common indicator of customer health?

- A. number of services purchased
- B. number of licenses purchased
- C. customer satisfaction metric
- D. amount of money spent on the solution

Answer: C

NEW QUESTION 96

Which activity reduces the risk of chum?

- A. providing a discount on renewal
- B. lowering the service level
- C. expanding the customer footprint
- D. educating on product features

Answer: C

NEW QUESTION 100

Which two metrics are used by Customer Success Managers to measure customer success? (Choose two.)

- A. help desk data
- B. health score
- C. risk management
- D. telemetry
- E. training surveys

Answer: BD

NEW QUESTION 102

What is a technical adoption barrier?

- A. lack of integration with other products
- B. underutilization of licenses
- C. untrained customer user group
- D. customer not measuring product value

Answer: A

NEW QUESTION 103

Which element of the renewal risk analysis is associated with a customer's requests to maintain existing pricing?

- A. customer budget
- B. adoption barriers
- C. value realization
- D. competitive differentiation

Answer: A

NEW QUESTION 108

The customer wants to increase the number of services in their portfolio and improve the time to launch these services. Which two business outcomes are appropriate? (Choose two.)

- A. cost efficiency
- B. employee satisfaction
- C. time to market
- D. business growth
- E. sustainability

Answer: CD

NEW QUESTION 113

The customer wants to improve operational expenditure and reduce the CO2 footprint of the organization. Which two business outcomes are critical to the company's success? (Choose two.)

- A. sustainability
- B. credibility
- C. time to market
- D. business growth
- E. cost efficiency

Answer: BE

NEW QUESTION 116

The customer wants to increase their market share and protect brands reputation. Which two business outcomes are critical to the company's success? (Choose two.)

- A. risk management
- B. credibility
- C. business growth
- D. cost efficiency
- E. sustainability

Answer: BC

NEW QUESTION 119

What are two barriers of adoption in an organization? (Choose two.)

- A. new product sales motion
- B. lack of knowledge on solution
- C. organizational announcements
- D. implementation issues
- E. hiring practices

Answer: BD

NEW QUESTION 124

A customer's renewal is due in the next 6 months. Analytical data has been provided to the Customer Success Manager that shows customer usage over the last 12 months. Which two additional pieces of information are important prior to a meeting with the customer to discuss their adoption journey prior to the renewal? (Choose two.)

- A. customer annual report and quarterly business reviews
- B. sales account plan
- C. detailed contract inventory
- D. questions to validate the interpreted analytical data
- E. support tickets reports and diagnostic information

Answer: CD

NEW QUESTION 127

How are operating expenses (OpEx) different from capital expenses (CapEx)?

- A. OpEx are investments a company pays for up-front, while CapEx are the on-going costs to run a business.
- B. OpEx includes software licenses with contracts that have user rights in perpetuity, while CapEx includes software services that are easily reconfigured.
- C. OpEx is expenses for the day-to-day operation of a business, while CapEx is investments in assets.
- D. OpEx has depreciation, while there is no deprecation with CapEx.

Answer: C

NEW QUESTION 132

Which two activities support Customer Success planning? (Choose two.)

- A. service ticket tracking
- B. adoption barrier identification
- C. quality control
- D. service delivery program management
- E. KPI tracking

Answer: BD

NEW QUESTION 133

Which two steps in the customer lifecycle approach are owned by the sales and marketing team? (Choose two)

- A. Deployment
- B. Adoption
- C. Awareness
- D. Evaluation
- E. Experience

Answer: BC

NEW QUESTION 134

A large university has deployed a new IT solution designed to improve the overall student and staff experience. Which approach to measure success is the best?

- A. Twice yearly student and staff surveys with two QUESTION NO:s related to IT
- B. Measure the number of complaints raised by students
- C. Combination of tailored surveys and IT tools-based metrics
- D. Implement staff Super Users to provide feedback

Answer: B

NEW QUESTION 135

Which type of analytics has telemetry that demonstrates the customer's use of the software and actions to date?

- A. diagnostic
- B. descriptive
- C. prescriptive
- D. predictive

Answer: B

NEW QUESTION 139

Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

business outcomes	valid element of a success plan
confidential customer information	valid element of a success plan
customer financial statements	valid element of a success plan
detailed training plan	
key initiatives	
QSR review dates	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

detailed training plan
key initiatives
customer financial statements

NEW QUESTION 143

Which element evaluates a customer outcome?

- A. key performance indicators
- B. milestones
- C. metrics
- D. benchmarks

Answer: A

NEW QUESTION 147

Which action should a Customer Success Manager take when the product utilization score is not improving?

- A. Conduct customer interviews to understand current adoption barriers and develop a solution plan.
- B. Engage the sales team to upsell the solution and offer options and product diversity to the customer.
- C. Review the support case history to identify product quality or customer education issues.
- D. Contact the product operations team to review the telemetry and offer insights to the customer.

Answer: A

NEW QUESTION 149

The CIO of a bank and their vendor have a significant disagreement over the value of the work that was delivered the past two years under the existing managed-services contract. The contract renewal process was delayed over three months, with considerable risk to both parties. Which best practice will help prevent this type of disagreement?

- A. Adopt a lifecycle approach with a proactive review of service performance against KPIs.
- B. Have the CSM define how value should be measured at the end of the contract period.
- C. Engage a third-party mediator to develop contract goals and evaluate the objectives at regular intervals.
- D. Have the CIO define a clear IT strategy and implement the suggestions immediately.

Answer: A

NEW QUESTION 152

What is a key driver that is creating the need for customer success?

- A. financial resources
- B. subscription economy
- C. advanced specializations
- D. portfolio management

Answer: B

NEW QUESTION 154

A customer does not feel they have received value from a software solution, and the 3-year contract is expiring in 60 days. The customer is hesitant to continue spending money and is considering other alternatives. Which stakeholder is responsible for ensuring that the customer realizes value from solutions coming up for renewal?

- A. Renewals Manager
- B. Account Manager
- C. Product Sales Specialist
- D. Customer Success Manager

Answer: D

NEW QUESTION 155

What is the main objective of customer success?

- A. customer's return on investment
- B. known and unknown features of our product and solutions
- C. customer's reduction of risk
- D. outcomes customers are trying to achieve

Answer: D

NEW QUESTION 156

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