Cisco

Exam Questions 820-605

Cisco Customer Success Manager

NEW QUESTION 1
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. Clarity roles and responsibilities with the stakeholders.

Answer: D

NEW QUESTION 2
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 3
A customer wants to deploy new technology. The Customer Success Manager is concerned the customer is not ready to adopt the solution. Which steps with the Project and Operations teams ensure a successful adoption?

A. Conduct an end-user assessment, determine gaps, and suggest appropriate training for all users of the new technology.
B. Assign internal resources to develop and deliver training to the customer's IT staff to ensure the project is successful.
C. Complete a knowledge assessment of the Project and Operations teams, determine gaps, and develop a training plan.
D. Research the best training available for this new technology and ensure as many IT staff as possible attend the training.

Answer: A

NEW QUESTION 4
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 5
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
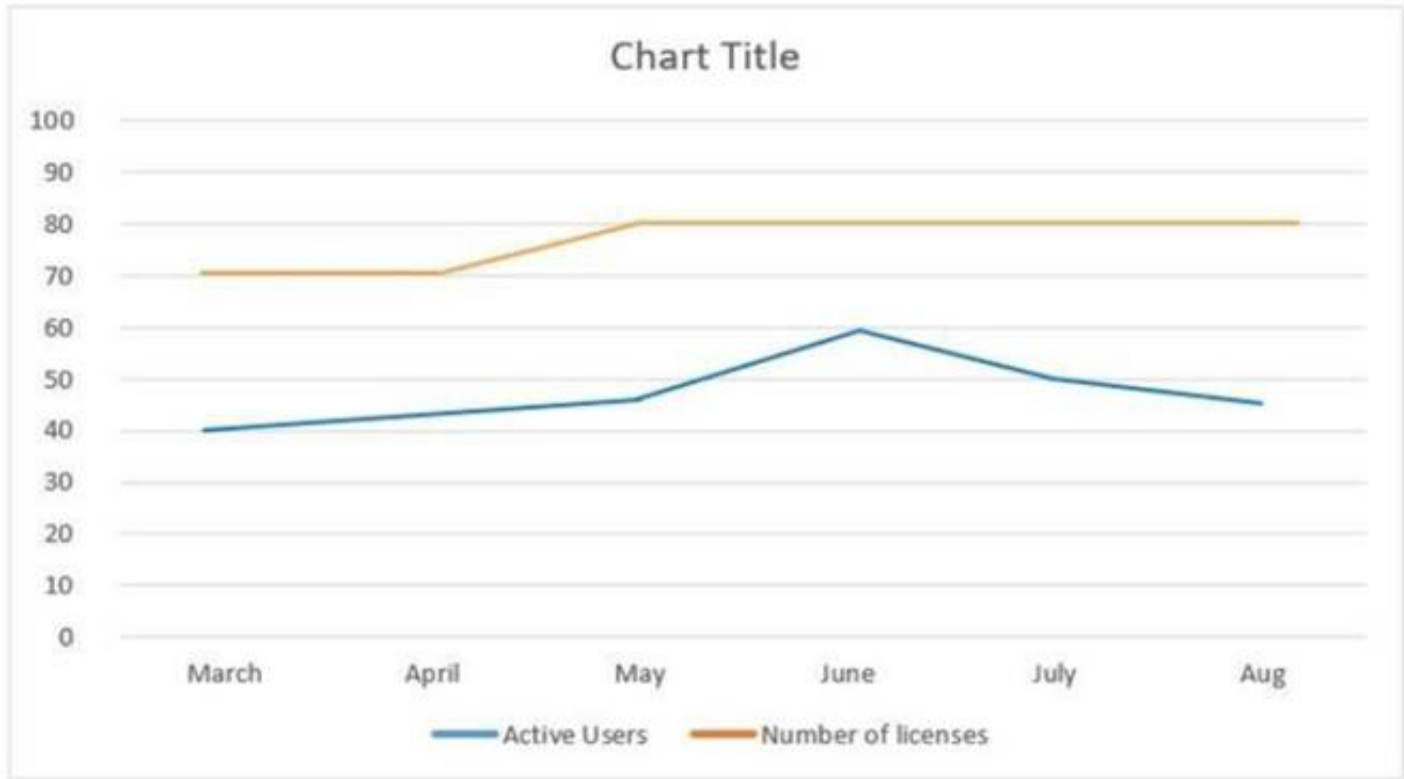D. Give the customer a discount on a future purchase

Answer: C

NEW QUESTION 6
In which stage does the Customer Success Manager initially validate stakeholders?

A. onboarding
B. deployment
C. utilization
D. purchase

Answer: A

NEW QUESTION 7
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 8
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 9
You notice a decline over time in your customer's usage of your product. Which action do you consider?

A. Tell the customer a new solution will soon be available
B. Carefully tell the customer to get more people to use your product
C. Re-assess the customer's business process and outline the capability of the solution
D. Show the customer a comparison of the solution versus the competition

Answer: C

NEW QUESTION 10
Refer to the exhibit.

Based on the stage and health reflected, what must be the first priority of the success plan?

A. Design and propose a discount on product G.

B. Contact and collaborate with the individuals involved in the onboarding of product E.
C. Offer and encourage the opportunity for the customer to participate in a success story for product F.
D. Identify and document barriers that impact product C.

Answer: D

NEW QUESTION 10
A client deployed a new collaboration solution six months ago. Utilization telemetry indicates only 60% of activated users are engaging with the solution. Which two actions should the Customer Success Manager recommend to the client? (Choose two.)

A. Have marketing write a blog post about the new solution.
B. Encourage the customer to purchase updated endpoints.
C. Block all alternative chat and video collaboration systems.
D. Conduct a survey to determine which collaboration solutions users are using.
E. Advertise additional user training sessions throughout the organization.

Answer: CE

NEW QUESTION 14
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 18
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 21
What is the best reason for documenting your customer's success?

A. To provide awareness of the value achieved by the customer's purchased solution
B. To establish KPI's that measure the success of your company's business
C. To document roles and responsibilities for your project management
D. To provide expansion opportunities for your sales team

Answer: B

NEW QUESTION 26
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 adoptio
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 purchas
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 realize
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 customer
I. A CSM helps sales position the right technologies that will accelerate success for their business.

Answer: C

NEW QUESTION 27
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 28

What is a consideration in evaluating readiness for adoption?

A. Identify features or functions that are not deployed or underutilized.
B. Identify potential accelerators that could optimize performance.
C. Review customer acceptance test plan.
D. Validate that all required items have been purchased.

Answer: C

NEW QUESTION 29
From a Customer Success perspective, which reason to monitor your customer's health is the most important?

A. It provides the opportunity to address any changes in the customer's experience or actions around the solution
B. It allows the customer to identify unused licenses so they can be addressed via a service improvement plan
C. Understanding your customer's health directly enables renewals
D. It gives the customer valuable insight so they can automatically renew critical on time

Answer: C

NEW QUESTION 33
Customer A has 120.000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome is to create a cost-savings, self-serve approach to achieve business innovation through face-to-face communications. Which adoption barrier will the customer encounter?

A. technical barrier
B. cultural barrier
C. product barrier
D. cost barrier

Answer: A

NEW QUESTION 37
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 39
Which role within a Customer Success organization acts as a single contact point for a customer across multiple technologies?

A. Delivery Team
B. Account Manager
C. Customer Success Manager
D. Customer Success Specialist

Answer: C

NEW QUESTION 43
What are two drivers for Customer Success? (Chooser two)

A. The customer trusts that Cisco support will solve any issues.
B. The customer receives training for new products and services.
C. The customer recognizes the value of initial use case implementations.
D. The customer gives feedback about the purchased product.
E. The mature and fully deployed solution is running in production.

Answer: BC

NEW QUESTION 45
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 49
How can Customer Success Plan tracking drive additional license purchases?

A. The Success Plan tracks the mean time to failure of the solution.
B. The Success Plan tracks the number of threats blocked and benchmarks it against the previous year.
C. The Success Plan tracks gains in user productivity and communicates this back to the business.
D. The Success Plan tracks the number of technical support cases opened.

Answer: C

NEW QUESTION 51
Which of these is included in a success plan?

A. confidential customer information
B. customer business outcomes
C. customer HR processes
D. services cost

Answer: B

NEW QUESTION 52
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 54
Which definition of customer success is true?

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

Answer: B

NEW QUESTION 58
Which two actions are critical when communicating with executives? (Choose two.)

A. Keep services as a primary topic
B. Focus on the value achieved
C. Incorporate the sales team's plan
D. Target executive priorities
E. Focus on technical details

Answer: AD

NEW QUESTION 61
During the delivery of a security solution, adoption barriers were identified. Those barriers were addressed, and the customer's business goals are now fulfilled. The customer is pleased with their solution and shares this experience in blogs and social media. In which stage is the customer?

A. Adoption
B. Optimize
C. Expand
D. Advocate

Answer: D

NEW QUESTION 65
Which two adoption outcomes are renewal indicators? (Choose two)

A. customer testimonial
B. solution discount
C. payment schedule
D. optimized services
E. training attendance

Answer: AC

NEW QUESTION 67
What is the purpose of targeted use cases?

A. They highlight the product differentiation from a competitor.
B. They define how a solution is applied to enable a desired outcome.
C. They function without the purchase of additional services.
D. They provide customers with ways to take advantage of additional features.

Answer: A

NEW QUESTION 72
Which type of analytics has telemetry that shows the customer's use of the software and defines what has happened to date?

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

Answer: B

NEW QUESTION 77
Which two outcomes are expansion opportunities within customer success? (Choose two.)

A. expansion of solution features
B. renewal of solution subscription
C. purchase of a new solution
D. deployment of solution
E. expansion of solution services

Answer: AE

Explanation:
There are many ways that you can add value for your customers by expanding their consumption of your solutions and services, such as these examples:
- Add features to the product or upgrade the license tier
- Implement or optimize services

NEW QUESTION 81
A customer is coming up for renewal in 180 days for three solutions. One of the solutions has not been fully enabled. The other two solutions are in regular use in production. How should the Customer Success Manager address the one solution that has not been fully enabled?

A. Contact the services team and request that they reach out to the customer to address the solution
B. Make the renewals manager aware that the one solution is not fully implemented but the other two are fine
C. Investigate why the customer has not enabled the solution and work with the sales and renewals teams to address the issue
D. No action is needed because the customer will probably renew and you can address the issue after the renewal

Answer: B

NEW QUESTION 86
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 87
Which method is directly associated with evaluating a customer outcome?

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

Answer: D

NEW QUESTION 89
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 93
Which type of information should be captured during the first customer engagement?

A. cases escalated to technical support
B. expansion opportunities
C. customer's desired outcomes
D. stakeholder map

Answer: C

NEW QUESTION 94
Which factor delays time to value?

A. unrenewed Success Plan
B. unpaid invoice
C. loss of project sponsor
D. negative Net Promoter Score

Answer: C

NEW QUESTION 97
What is a type of expansion opportunity?

A. additional user groups
B. positive customer sentiment
C. strong stakeholder communication
D. using latest release versions

Answer: A

NEW QUESTION 100
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 104
Which element evaluates a customer outcome?

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

Answer: A

NEW QUESTION 107
The executive team decided to purchase 500 licenses to reduce costs and replace the existing solution, which has been in place for the last 10 years. The end-users were not consulted. Three months into the project, reports show the consumption analytics indicate a high usage of the old system and only 75 licenses active in the new software. Which two adoption barriers must be investigated? (Choose two)

A. limited telemetry
B. purchase policy process
C. lack of common features
D. lack of communication
E. business misalignment

Answer: BD

NEW QUESTION 112
As a Customer Success Manager, what is the most important metric to uncover during onboarding?

A. cost
B. value
C. benefit
D. customer relationship

Answer: B

NEW QUESTION 115
During the past few months, the Customer Success Manager has been working on adoption sessions with all Network Security Staff from Company ABC. They

had significant progress in how administrators are using the solution, implementing best practices, and reducing by half the time they spend performing a repetitive task. However, in a recent conversation, upper management questioned the renewal of the solution subscription. Which barrier must the CSM overcome?

A. operational
B. business
C. technical
D. data

Answer: B

NEW QUESTION 116
A Customer Success Manager must deliver high touch customer success experience. Which customer engagement model must be used?

A. Utilize a digital engagement so all your customers experience the touch of customer success
B. Utilize people to focus on the elite customers for a 1:1 or 1:few onsite customer success experience
C. Utilize the service team to form a larger internal team to lead the engagement
D. Utilize people to focus your customers in a 1:many customer success experience

Answer: B

NEW QUESTION 119
In which two ways can an adoption campaign identify expansion opportunities? (Choose two.)

A. The adoption campaign provides notifications of new feature releases.
B. The adoption campaign surveys all end users for product feedback.
C. The adoption campaign notifies customers of a critical bug.
D. The adoption campaign provides free trial licenses for feature upgrades.
E. The adoption campaign provides free user training.

Answer: AD

NEW QUESTION 120
What is the term for the gap between the features and functions that customers purchase and the features and functions that they use?

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

Answer: C

NEW QUESTION 123
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