

Cisco

Exam Questions 820-605

Cisco Customer Success Manager



NEW QUESTION 1

Which adoption barrier results from failing to identify key stakeholders?

- A. missing value of product roadmap
- B. fragmented purchase
- C. lack of resources
- D. additional training requirements

Answer: C

NEW QUESTION 2

A customer has finalized all of their solution planning and will be deploying it over the next two weeks. As the customer Success Manager, what is the next logical step to focus on for the customer's lifecycle journey?

- A. Quarterly Success Review build and delivery
- B. service introduction to confirm that they know how to submit service issues at the go live
- C. initial user group identified and their use cases confirmed
- D. customer's stakeholders and their business outcomes
- E. additional features that will align with the business outcomes

Answer: B

NEW QUESTION 3

What are two examples of leveraging data to identify a customer barrier? (choose two)

- A. noting change in customer executive team
- B. consulting the health index
- C. providing training recommendations
- D. reviewing installed base details
- E. evaluating feedback from the customer operations team

Answer: DE

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

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 6

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 7

What is a barrier to adopting software tools?

- A. limited resources
- B. recurring cost
- C. commercial decision
- D. organization size

Answer: A

NEW QUESTION 8

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 9

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 10

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 10

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 11

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 13

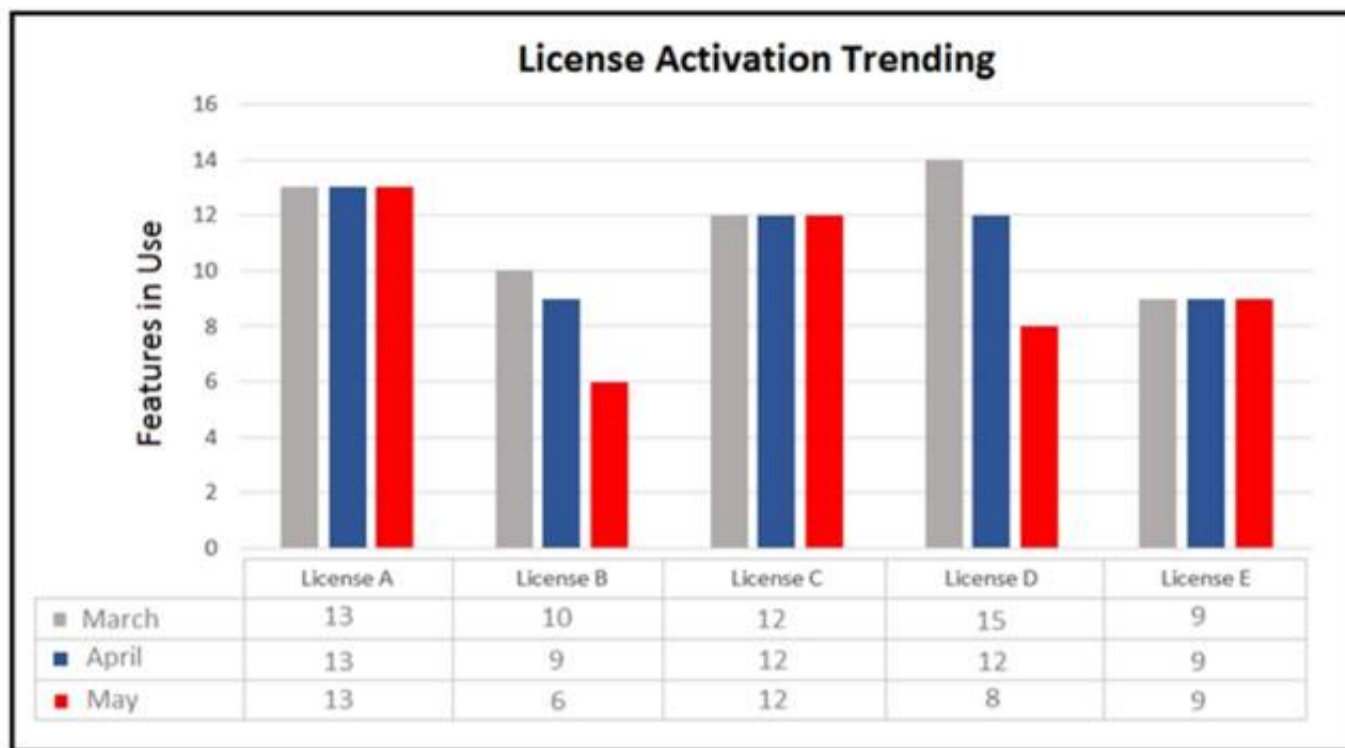
Customer A has 120,000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome 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 17

Refer to the exhibit.



Which initial action does a Customer Success Manager take?

- A. Run analysis on all the license types used by the customer on all platforms
- B. Share the report with the customer point of contact for license types B and D and determine causes
- C. Provide trending information on license types B and D and share with all stakeholders
- D. Inform the Sales Account Manager to position a new version of licenses types B and D with additional features

Answer: C

NEW QUESTION 19

A customer informs their Customer Success Manager that they are not realizing the savings expected with their technology solution. The Customer Success Manager acknowledges the concern and takes ownership. Which action does the Customer Success Manager take first?

- A. Engage the service delivery manager and request two days of free consultation for the customer
- B. Communicate to the technical customer center and request that an expert contact the customer to discuss the purchased solution
- C. Escalate the situation to your manager and request a customer visit to understand concerns and expectations
- D. Check the account health report, review the expected outcomes in the success plan, and set up an internal meeting with the account team to discuss next steps

Answer: D

NEW QUESTION 23

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 27

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 30

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 32

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 33

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 34

Which two results of a successful customer onboarding stage are the most important? (Choose two.)

- A. organization chart discussed
- B. account relationships identified
- C. desired business outcomes discussed
- D. stakeholders identified
- E. network diagrams discussed

Answer: CD

NEW QUESTION 39

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 42

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 47

Refer to the exhibit.

Task	Stakeholder 1	Stakeholder 2	Stakeholder 3	Stakeholder 4	Stakeholder 5	Stakeholder 6
Project Task 1	R	A	C	A	I	A

What is the problem with this RACI example?

- A. Every task should have four people consulted.
- B. No one has multiple roles.
- C. More stakeholders should be involved.
- D. Too many people are accountable for this task.

Answer: D

NEW QUESTION 49

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 53

Which Customer Success activity is critical from the supplier perspective?

- A. identifying opportunities for sales expansion
- B. driving full adoption of the company's technology across all supported solutions
- C. ensuring the customer has a success plan and is achieving each milestone in a timely manner
- D. listening carefully to the customer's feedback and taking actions so the company's solutions can be improved

Answer: C

NEW QUESTION 54

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 56

You are a Customer Success Manager and have just been assigned a strategic new account. Which course of action is the best to help you prepare for the first 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. Build an understanding of your customer's business and market trends and priorities
- D. Speak the internal contacts to understand the customer sentiment and outstanding escalations

Answer: C

NEW QUESTION 60

Which two actions should the Customer Success Manager take throughout the quarter to support their customer? (Choose two.)

- A. No action is necessary as long as the health index is green
- B. Observe the online image of the customer
- C. Review and update the success plan for ongoing activities
- D. Manage the service issues and escalations
- E. Join the sales and marketing strategy meetings

Answer: CD

NEW QUESTION 64

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 66

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 71

Which Key Performance Indicators contribute to customer value achievements?

- A. profit and risk reduction
- B. employee usage and training volume
- C. product, services, and sales

D. cost, time, and customer satisfaction

Answer: D

NEW QUESTION 72

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 75

In which lifecycle stage would a lack of skilled resources be identified as a barrier?

- A. sales proof of concept
- B. late-stage adoption
- C. early-stage adoption
- D. solution renewal

Answer: A

NEW QUESTION 80

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 81

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 84

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