

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 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

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

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 6

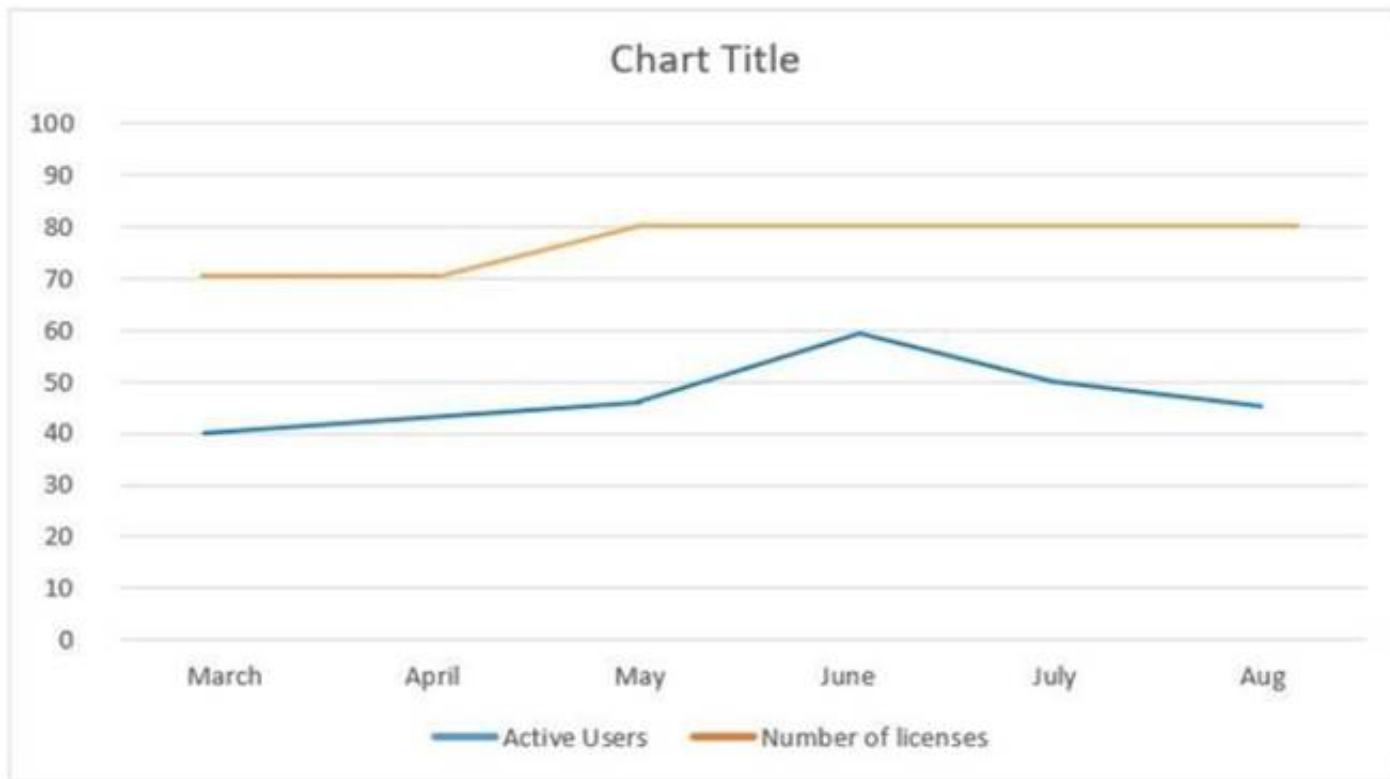
Which term describes the gap between the features and functions customers purchases and the features and functions customers use?

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

Answer: A

NEW QUESTION 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

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

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 10

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 10

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 14

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 18

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 20

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 25

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 29

Which type of KPI is of the most interest to Customer Success?

- A. business KPIs that define progress to the Business Outcome
- B. sales KPIs for revenue generation
- C. IT services KPIs for operations
- D. OPEX KPIs that define the operational costs of the company

Answer: A

NEW QUESTION 34

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 36

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 41

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 44

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 46

Who does a Customer Success Manager work with to overcome a technical solution adoption barrier encountered by a customer?

- A. Customer Success Specialist
- B. Technical Engineer
- C. Sales Engineer
- D. Solution Product Manager

Answer: B

Explanation:

The issue here is a technical one that is causing the adoption barrier so it would be technical specialist that would need to be engaged to help resolve this. The CSS could certainly be involved but when that person realised that the barrier was purely technical they should be engaging the technical specialist to resolve it.

NEW QUESTION 49

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 52

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 54

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 55

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 56

Which method is directly associated with evaluating a customer outcome?

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

Answer: D

NEW QUESTION 58

Which action should be taken when new company leadership is forcing a competitor's solution?

- A. Recheck the value realized by the current solution.
- B. Demonstrate how the current solution is a lower-cost solution than competitors.
- C. Hold an executive briefing to evaluate risks of the proposed solution.
- D. Tell the new leadership about the long-standing relationship between two companies.

Answer: A

NEW QUESTION 60

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 63

Which element evaluates a customer outcome?

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

Answer: A

NEW QUESTION 65

Which definition of a use case is true?

- A. comparison of the marketing description of what a product does to the customer's experience
- B. list of actions or event steps that a customer uses
- C. list of actions or event steps that typically defines the interactions between a role and a system to achieve a goal
- D. list of instructions that customer uses for their software

Answer: C

NEW QUESTION 68

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 73

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 76

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 80

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 84

What are two barriers to adoption within an organization? (Choose two.)

- A. solution implemented by partner
- B. agile development model
- C. inadequate knowledge and skills
- D. centralized IT organization
- E. organizational silos

Answer: AC

NEW QUESTION 88

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