Cisco

Exam Questions 820-605

Cisco Customer Success Manager

NEW QUESTION 1
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 2
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 3
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 4
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 5
What defines customer success?

A. the business methodology of ensuing 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 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
What is a barrier to adopting software tools?
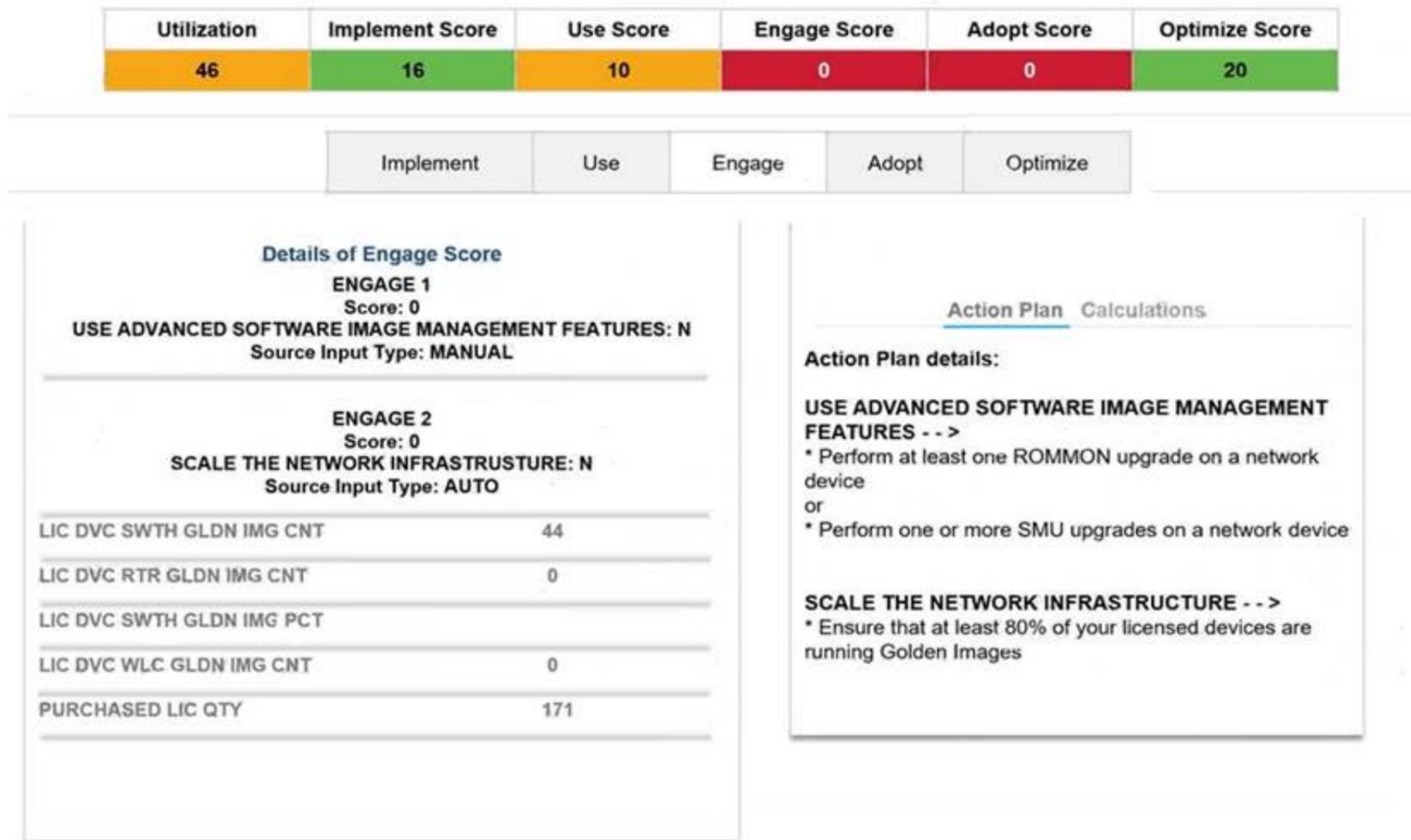
A. limited resources
B. recurring cost
C. commercial decision
D. organization size

Answer:

A

NEW QUESTION 8
Refer to the exhibit.

Utilization	Implement Score	Use Score	Engage Score	Adopt Score	Optimize Score
46	16	10	0	0	20

Implement	Use	Engage	Adopt	Optimize

Details of Engage Score
ENGAGE 1
Score: 0
USE ADVANCED SOFTWARE IMAGE MANAGEMENT FEATURES: N
Source Input Type: MANUAL

ENGAGE 2
Score: 0
SCALE THE NETWORK INFRASTRUSTURE: N
Source Input Type: AUTO

LIC DVC SWTH GLDN IMG CNT	44
LIC DVC RTR GLDN IMG CNT	0
LIC DVC SWTH GLDN IMG PCT	
LIC DVC WLC GLDN IMG CNT	0
PURCHASED LIC QTY	171

Action Plan   Calculations

Action Plan details:

USE ADVANCED SOFTWARE IMAGE MANAGEMENT
FEATURES - - >
* Perform at least one ROMMON upgrade on a network
device
or
* Perform one or more SMU upgrades on a network device

SCALE THE NETWORK INFRASTRUCTURE - - >
* Ensure that at least 80% of your licensed devices are
running Golden Images

What does this health score indicate?

A. The customer is unlikely to renew this license.
B. The customer is unlikely to advocate for this product.
C. The customer needs to consume more of this product.
D. The customer needs to purchase more licenses.

Answer: C

NEW QUESTION 9
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 10
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 10
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 11
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 15
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 19
A customer's call center unexpectedly moved from in-person to remote operations and discovered that agents could no longer record their calls. The customer escalates this problem to their Customer Success Manager and requests a resolution. The Customer Success Manager recognizes that the customer is using collaboration products with outdated software. What is the first step of the mitigation plan?

A. Evaluate the availability of resources to work on the problem.
B. Engage a specialist to identity a technical solution or workaround.
C. Conduct an assessment of the business impact of the problem.
D. Establish a timeline of when a solution must be in place.

Answer: A

NEW QUESTION 20
What is a lagging indicator of the customer achieving the value proposition?

A. product deployment
B. contract renewal
C. decrease in the number of problem reports
D. movement to evaluate stage

Answer: C

NEW QUESTION 22
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 25
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 30
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 31
Refer to the exhibit.

Utilization	Implement Score	Use Score	Engage Score	Adopt Score	Optimize Score
44	13	4	7	0	20

Implement	Use	Engage	Adopt	Optimize

Details of Engage Score
ENGAGE 1
Score: 0
VIEW THE PLUG AND PLAY PAGE: N
Source Input Type: AUTO

DAYS PNP PG VW CNT 0 13	0

ENGAGE 2
Score: 7
VIEW INVENTORY PAGE: Y
Source Input Type: AUTO

DAYS INV PG VW CNT 0 13	1

ENGAGE 3
Score: 0
SCALE THE NETWORK INFRASTRUSTURE : N
Source Input Type: AUTO

PNPPROVISIONED DEVICE COUNT	0
PURCHASED LIC QTY	1869
PNP PROVISIONED STATE PCT	0

Action Plan   Calculations

Action Plan details:

VIEW THE PLUG AND PLAY PAGE - - >

* View the 'Plug and Play' page bi-weekly

VIEW THE INVENTORY PAGE - - >

* View the 'Inventory' page bi-weekly

SCALE THE NETWORK INFRASTRUCTURE - - >

* Ensure that at least 80% of your licensed devices show as 'Provisioned' under Plug and Play

Which action must be taken by Customer Success Manager?

A. Recommend expansion opportunities
B. Review the financial index.
C. Develop a customer testimonial.
D. Identify the adoption barriers.

Answer: D

NEW QUESTION 34
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 36
Refer to the exhibit.

License Activation Trending

	License A	License B	License C	License D	License E
■ March	13	10	12	15	9
■ April	13	9	12	12	9
■ May	13	6	12	8	9

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 39
The Customer Success Manager is preparing for a review meeting. The customer has asked for a balance between subjective and objective metrics. Drag and drop the inputs from the left onto the correct subjective and objective categories on the right.

customer's perceived value	**Objective**
customer satisfaction ratings	
number of customer escalations	
number of customers retained	
percentage of marketing emails that are opened and responded to	**Subjective**
value feedback	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
A picture containing diagram Description automatically generated

NEW QUESTION 40
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 43
An external customer case study is being created. Drag and drop the contents which show value from the left onto the right. Not all content choices are used.

customer specific industry	**Demonstrates Value**
cost of the adoption service	
desired business outcome	
baseline metrics / KPI	
customer testimonials	
expand opportunities	

A. Mastered
B. Not Mastered

Answer: A

Explanation:
Diagram Description automatically generated

NEW QUESTION 47
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 50
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 53
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 54
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 59
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 62
What defines a use case?

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

Answer: B

NEW QUESTION 67
The customer wants to improve operational expenditure and reduce the C02 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 70
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 73
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 75
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 79
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 84
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 86
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 88
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 90
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 95
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 100
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 103
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 105
Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

A. Mastered
B. Not Mastered

Answer: A

Explanation:

NEW QUESTION 109
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 114
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 118
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 122
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 124
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 128

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 132
Which task drives advocacy with customer stakeholders?

A. creating a success story
B. creating a Customer Success Plan
C. creating technical documentation
D. creating a stakeholder map

Answer: B

NEW QUESTION 134
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 139
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