

Cisco

Exam Questions 820-605

Cisco Customer Success Manager



NEW QUESTION 1

Which item should the Customer Success Manager focus on to enable the adoption of a software solution?

- A. KPI that will be improved by the new product solution
- B. current existing products that are being displaced by the solution
- C. current configuration guide of the product solution
- D. product use case that will achieve the desired outcome

Answer: D

NEW QUESTION 2

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 3

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 4

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 5

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 6

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 7

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 8

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 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

What is a barrier to adopting software tools?

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

Answer: A

NEW QUESTION 15

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 19

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

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

Answer: A

NEW QUESTION 22

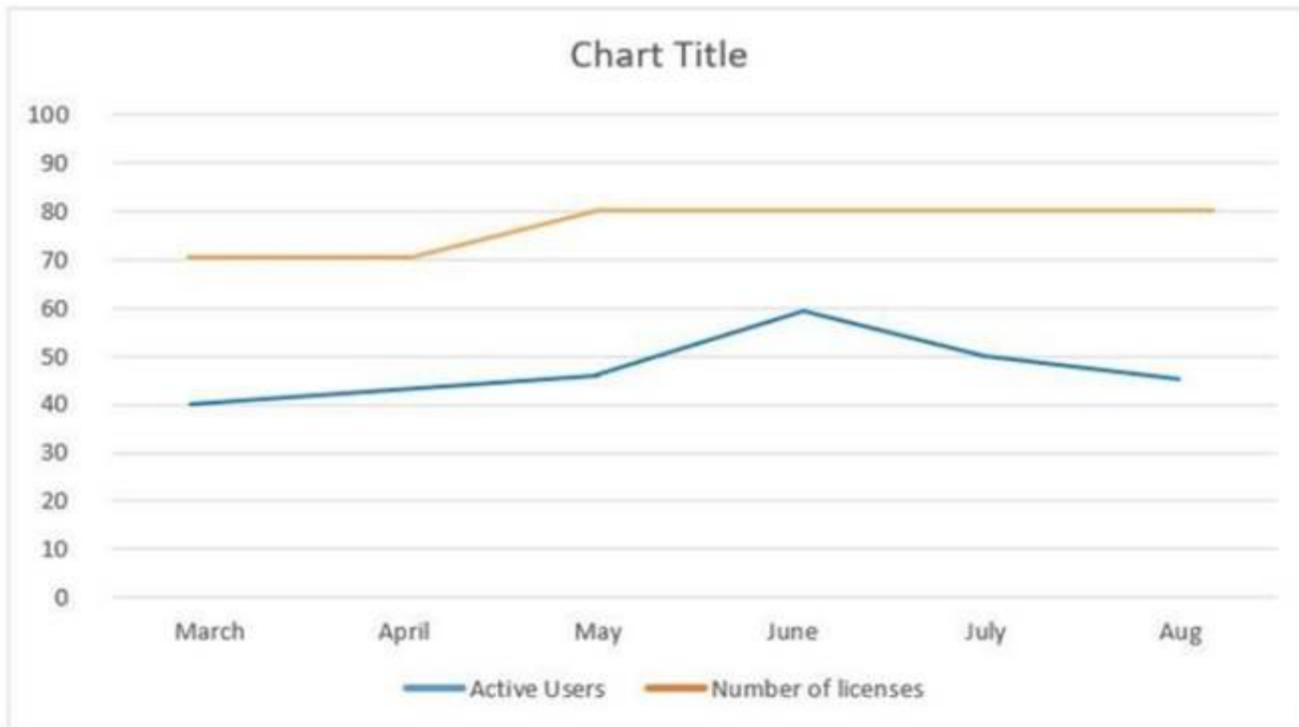
From a Customer Success perspective, why should the customer's health be monitored?

- 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 26

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 31

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 36

Refer to the exhibit.

Account Baseline		Stage and health						
Success Priorities	Solution	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
Drive cost down while improving operational efficiencies	Product A	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product B	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product C	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product D	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product E	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product F	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product G	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize

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 40

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 43

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 identify 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 44

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 46

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 customer.
- I. A CSM helps sales position the right technologies that will accelerate success for their business.

Answer: C

NEW QUESTION 51

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 54

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 59

Refer to the exhibit.

Stage Activity	RACI Responsibilities								
	Account Manager	Sales Engineer	Product Sales Specialist	Technical Solutions Architect	Business Development Manager	Service Manager	Customer Success Specialist	Customer Success Manager	Renewals Manager
Execute Sales-CS Interlock	A	R	R	R	R		I	I	R
Conduct Customer kick-off	A	R		C	C		C	C	R
Develop and validate Success Plan update									
Assess deployment readiness	I		C	C		C		A	I
Align on deployment	I	C	C			R	C	A	I
Conduct deployment and create progress reports	I					R	I	A	R

Which role is accountable for the Develop and validate Success Plan update activity?

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

Answer: B

NEW QUESTION 60

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

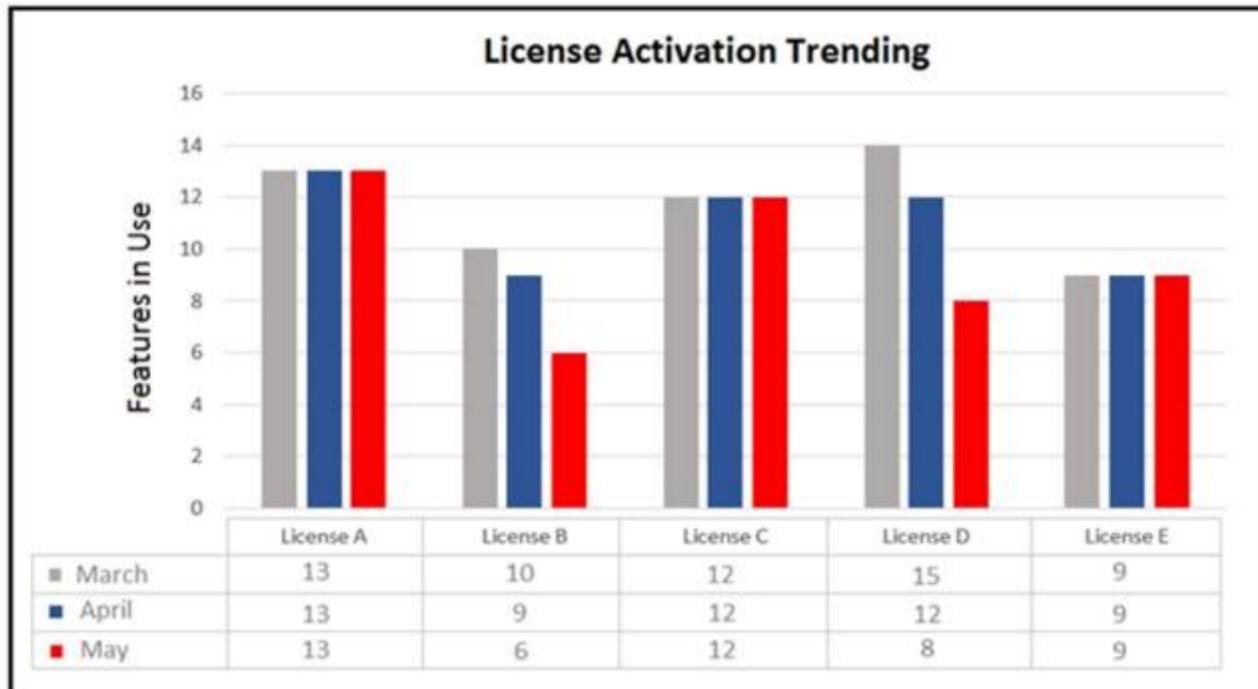
Customer A has 120,000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome 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 63

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 64

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	
value feedback	Subjective

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

A picture containing diagram Description automatically generated

NEW QUESTION 67

Which statement describes an end user adoption barrier?

- A. There are insufficient licenses for additional staff from a newly acquired company to use the solution.
- B. The CIO insists on conducting training for all heads of department before deploying the new Collaboration solution.
- C. The budget is insufficient to implement the solution for a new branch of the business.
- D. Staff refuses to change their habits and continues to use a noncompliant social media application to conduct business communications.

Answer: D

NEW QUESTION 71

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 75

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 79

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 84

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 86

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

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 94

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 95

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 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 101

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 and subscription 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 104

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 108

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 111

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 113

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 115

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 117

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 119

Which list of components of a Customer Success Quarterly Success Review is common?

- A. results from prior quarter, product roadmap, proposed marketing new products, and confirm goals for the next quarter
- B. results from prior quarter, agreed actions completed, benchmarking with the market, and confirm goals for next quarter
- C. results from prior quarter, services delivered, issues and open services cases, and confirm goals for next quarter
- D. results from prior quarter, cover roadmap and promote new products, and confirm goals for next quarter

Answer: C

NEW QUESTION 122

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 124

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 depreciation with CapEx.

Answer: C

NEW QUESTION 126

Which method is directly associated with evaluating a customer outcome?

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

Answer: D

NEW QUESTION 131

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 133

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 137

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 142

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 147

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 150

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 152

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 154

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 157

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 161

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 162

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 163

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 167

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