



Cisco

Exam Questions 820-605

Cisco Customer Success Manager

NEW QUESTION 1

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

Answer: C

NEW QUESTION 2

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 3

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 customer’s deployment teams and end users are trained and ready to adopt the technology

Answer: C

NEW QUESTION 4

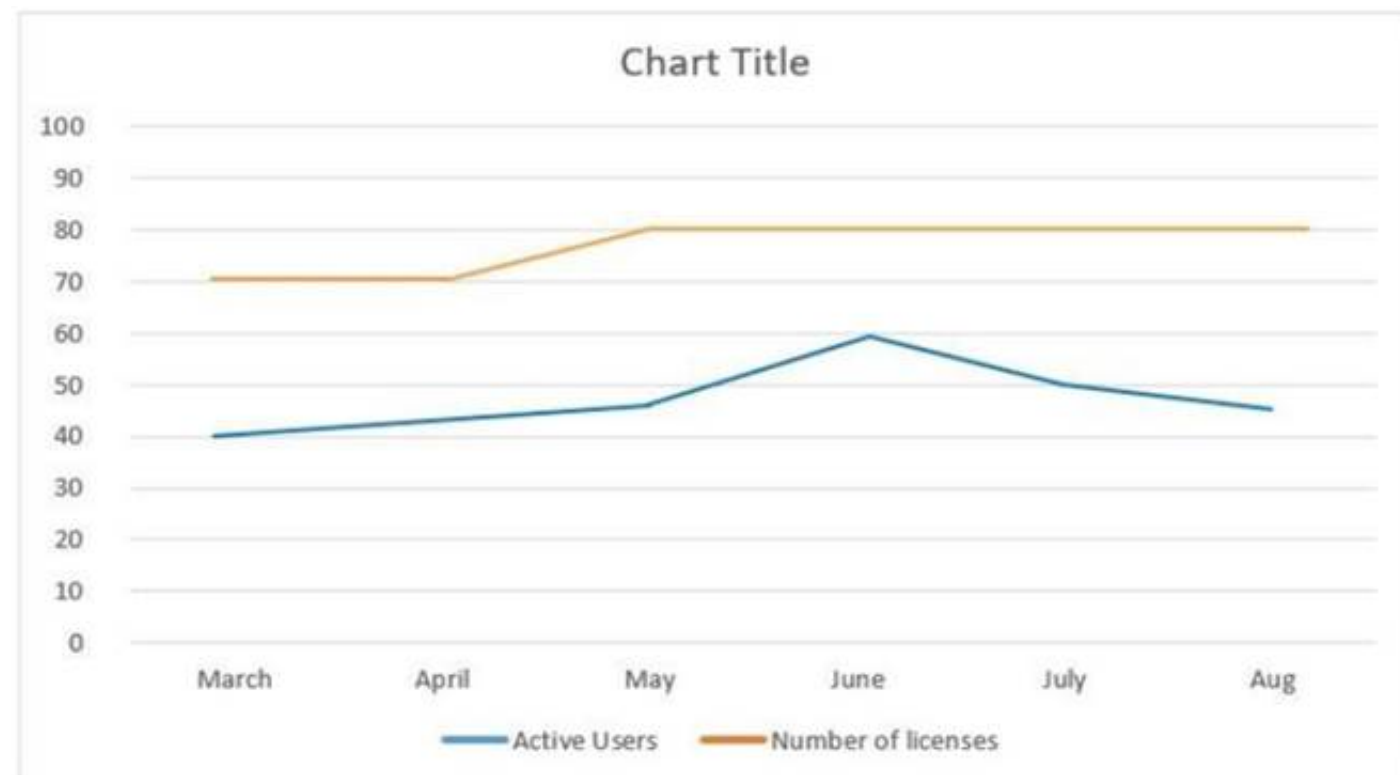
Which two actions are in adoption campaign? (Choose two.)

- 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: AC

NEW QUESTION 5

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 6

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 7

Which expense is an operating expense (OPEX)?

- A. payroll
- B. computer equipment
- C. software
- D. office improvements

Answer: C

NEW QUESTION 8

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: AD

NEW QUESTION 9

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 | Subjective |
| percentage of marketing emails that are opened and responded to | |
| value feedback | |

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

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

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

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 12

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 15

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 17

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 21

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: A

NEW QUESTION 25

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 26

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

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

Answer: A

NEW QUESTION 31

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

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 35

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 38

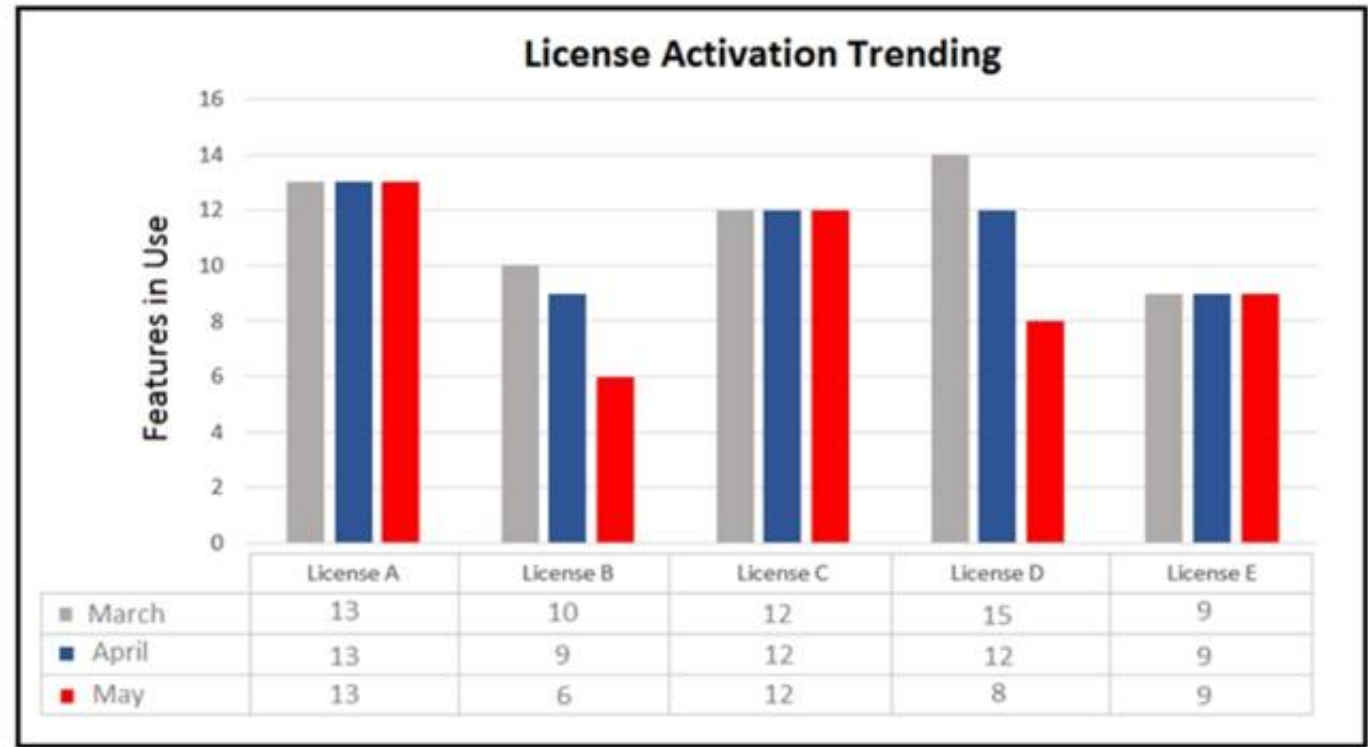
In an onboarding session, introductions to new stakeholders were made, new KPIs were collated, and desired use cases were discussed. Which step does the Customer Success Manager take next?

- 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: A

NEW QUESTION 40

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: A

NEW QUESTION 42

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