

Exam Questions 820-605

Cisco Customer Success Manager

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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 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 3

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 4

What defines customer success?

- A. the business methodology of ensuring 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 5

What is Quarterly Success Review?

- A. new success plan that focuses on the upcoming goals for the customer.
- B. gap analysis that focuses on the state of the customer's current architecture.
- C. technical analysis that outlines the implementation plan and adoption barriers.
- D. a conversation that outlines key initiatives that are agreed upon in the success plan.

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

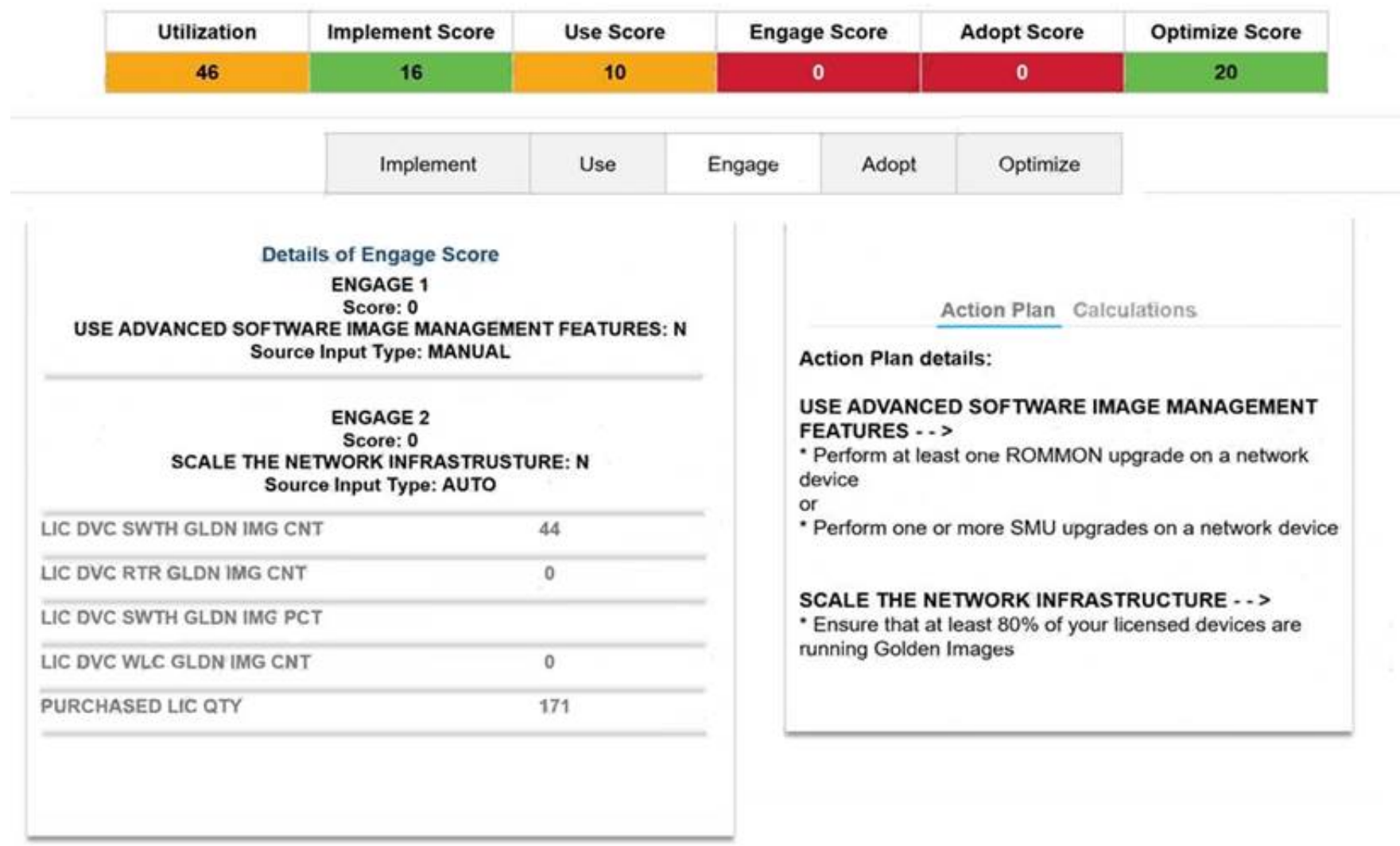
What is a barrier to adopting software tools?

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

Answer: A

NEW QUESTION 8

Refer to the exhibit.



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

What is the order of the key elements of process improvement for Customer Success?

- A. measure, define, analyze, control, improve
- B. define, measure, analyze, improve, control
- C. define, analyze, measure, improve, control
- D. analyze, define, measure, control, improve

Answer: B

NEW QUESTION 10

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

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

Answer: A

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 11

Refer to the exhibit.

Account Baseline

| Success Priorities | Solution | Stage and health | | | | | | |
|--|-----------|------------------|---------|-----------|-----|--------|-------|----------|
| 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 13

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 17

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 18

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 22

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 24

What is a consideration in evaluating readiness for adoption?

- A. Identify features or functions that are not deployed or underutilized.
- B. Identify potential accelerators that could optimize performance.
- C. Review customer acceptance test plan.
- D. Validate that all required items have been purchased.

Answer: C

NEW QUESTION 28

Refer to the exhibit.

| Stage Activity | RACI Responsibilities R Responsible A Accountable C Consulted I Informed | | | | | | | | |
|---|--|----------------|--------------------------|-------------------------------|------------------------------|-----------------|-----------------------------|--------------------------|------------------|
| | 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 | | I | I | R | I |
| Conduct Customer kick-off | A | R | | C | | C | C | R | I |
| 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 report | 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 31

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 35

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 36

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 41

Which role within a Customer Success organization acts as a single contact point for a customer across multiple technologies?

- A. Delivery Team
- B. Account Manager
- C. Customer Success Manager
- D. Customer Success Specialist

Answer: C

NEW QUESTION 44

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 48

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 49

How can Customer Success Plan tracking drive additional license purchases?

- A. The Success Plan tracks the mean time to failure of the solution.
- B. The Success Plan tracks the number of threats blocked and benchmarks it against the previous year.
- C. The Success Plan tracks gains in user productivity and communicates this back to the business.
- D. The Success Plan tracks the number of technical support cases opened.

Answer: C

NEW QUESTION 53

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 57

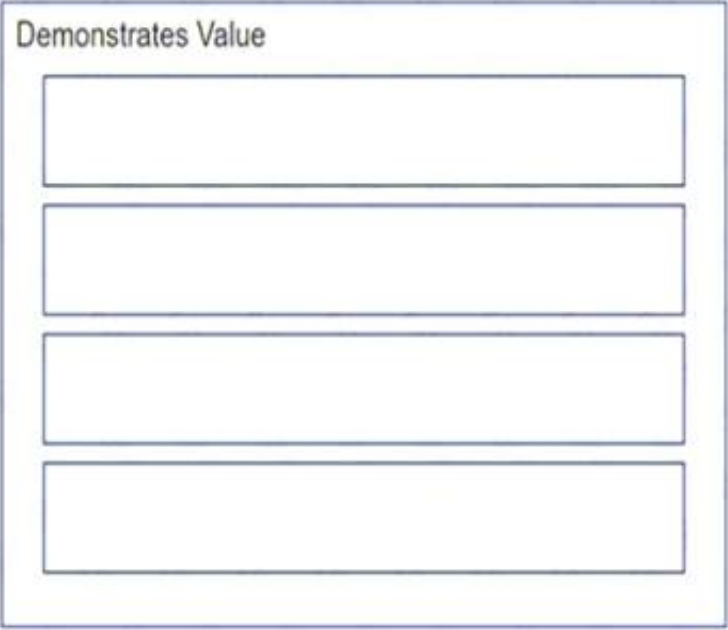
What is the value proposition of customer success for customers?

- A. business vision support
- B. technical assistance prioritization
- C. external publicity
- D. incremental rewards

Answer: A

NEW QUESTION 58

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.



- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Diagram Description automatically generated

NEW QUESTION 59
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 60
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 62
Which expense is an operating expense (OPEX)?

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

Answer: A

NEW QUESTION 65
The customer has a new leadership team that expresses concern over the lack of adoption of a purchased solution. Which two activities must the Customer Success Manager initiate to mitigate this risk? (Choose two.)

- A. Create a new Health Index dashboard with the Sales team.
- B. Evaluate the customer's expertise in managing the purchased solution.
- C. Examine solution pricing with the Renewals Manager.
- D. Schedule Quarterly Business Review with the new leadership team.
- E. Review the original business case and reassess desired outcomes with the new leadership team.

Answer: BE

NEW QUESTION 68
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 70

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 72

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 76

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 77

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 78

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 81

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 83

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 thenext 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 85

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 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 91

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 96

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 99

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 104

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 108

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 113

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 118

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 121

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 124

The executive team decided to purchase 500 licenses to reduce costs and replace the existing solution, which has been in place for the last 10 years. The end-users were not consulted. Three months into the project, reports show the consumption analytics indicate a high usage of the old system and only 75 licenses active in the new software. Which two adoption barriers must be investigated? (Choose two)

- A. limited telemetry
- B. purchase policy process
- C. lack of common features
- D. lack of communication
- E. business misalignment

Answer: BD

NEW QUESTION 129

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 131

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 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 136

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 138

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 142

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