

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

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

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 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

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 6

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 7

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 8

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 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

What is a barrier to adopting software tools?

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

Answer: A

NEW QUESTION 10

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 13

Which perspectives are covered in a balanced scorecard?

- A. customer, employee, partner, risk
- B. business process, customer, financial, learning, growth
- C. competition, culture, financia
- D. IT systems
- E. business outcomes, customer, employee, risk

Answer: B

NEW QUESTION 16

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 21

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 25

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 27

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 31

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 35

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 37

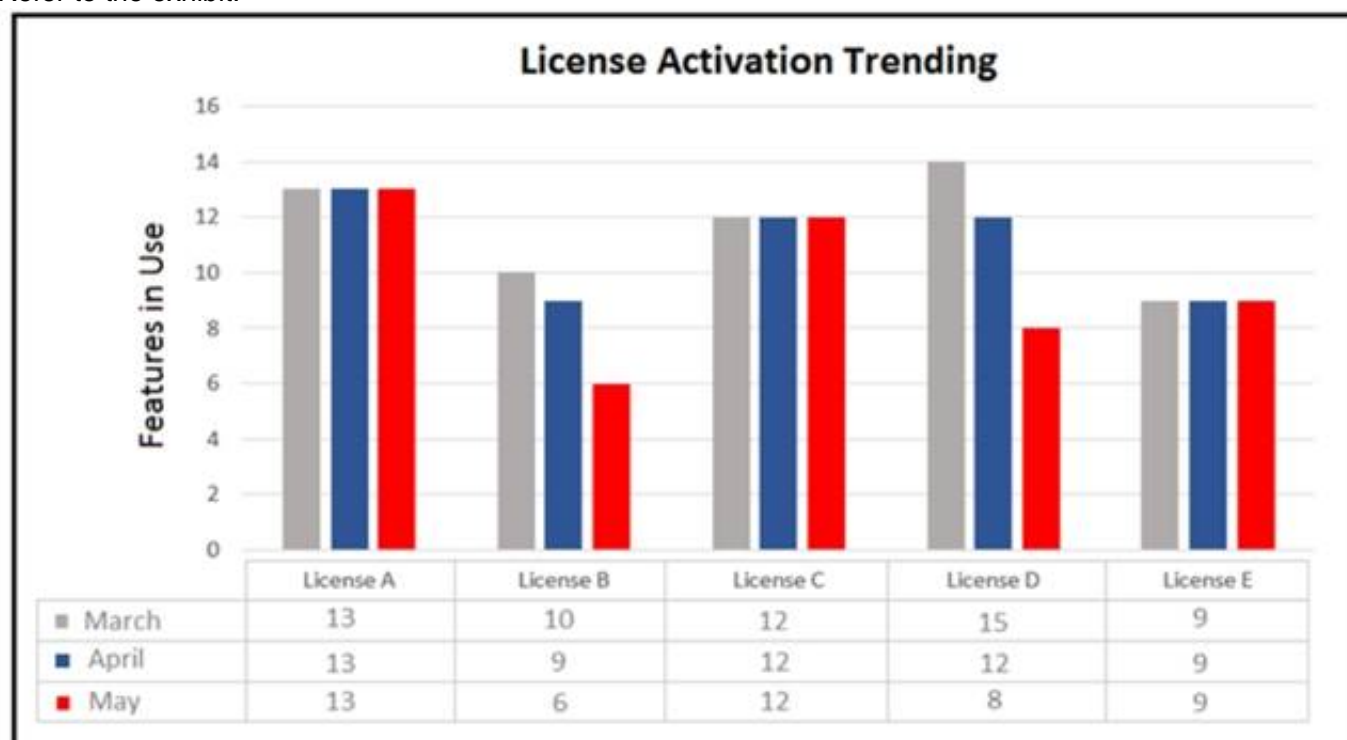
Customer A has 120.000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome 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 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: C

NEW QUESTION 43

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.

	Objective
customer's perceived value	
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 47

What are two drivers for Customer Success? (Chooser two)

- A. The customer trusts that Cisco support will solve any issues.
- B. The customer receives training for new products and services.
- C. The customer recognizes the value of initial use case implementations.
- D. The customer gives feedback about the purchased product.
- E. The mature and fully deployed solution is running in production.

Answer: BC

NEW QUESTION 51

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 54

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 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 59

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 61

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 66

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 69

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 71

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 72

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 77

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 78

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

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 82

Which method is directly associated with evaluating a customer outcome?

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

Answer: D

NEW QUESTION 84

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 86

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 88

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 93

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 95

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 100

Which element evaluates a customer outcome?

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

Answer: A

NEW QUESTION 102

The customer wants to increase the utilization of their video conferencing system. Drag and drop the actions from the left into the correct sequence on the right.



- A. Mastered
- B. Not Mastered

Answer: A

Explanation:



NEW QUESTION 105

Which Key Performance Indicators contribute to customer value achievements?

- A. profit and risk reduction
- B. employee usage and training volume
- C. product, services, and sales
- D. cost, time, and customer satisfaction

Answer: D

NEW QUESTION 109

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 112

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 114

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