

# Cisco

## Exam Questions 820-605

Cisco Customer Success Manager



#### 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

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

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 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 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 7

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 8

What is a barrier to adopting software tools?

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

**Answer: A**

#### NEW QUESTION 9

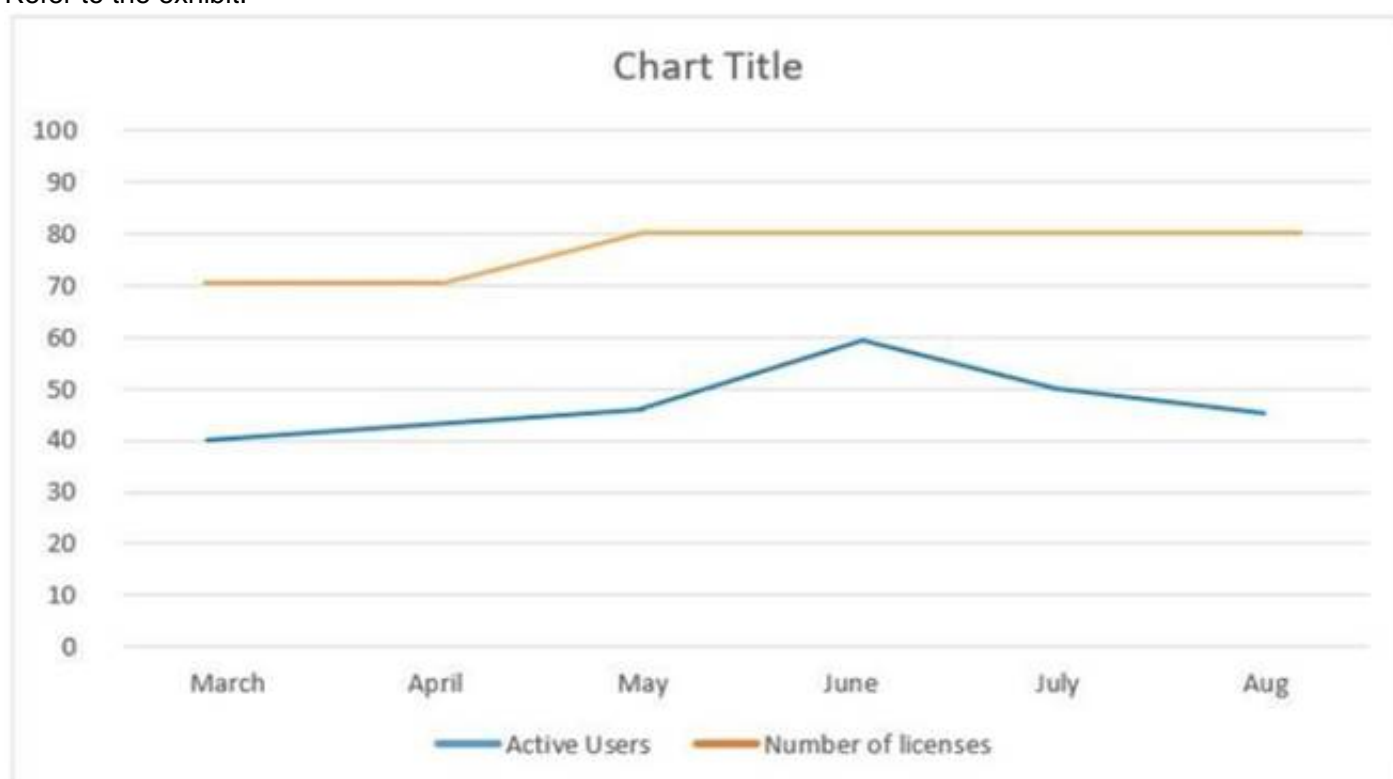
The Customer Success Manager notices that their customer has delayed going into production. Which action does the Customer Success Manager consider?

- 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

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 10

What is the customer success objective of a Quarterly Success Review?

- A. Introduce new products and services.
- B. Evaluate renewal contract.
- C. Align work effort to outcomes.
- D. Create a success plan.

**Answer: C**

#### NEW QUESTION 15

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 19

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 22**

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**

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 27**

What is the best reason for documenting your customer's success?

- A. To provide awareness of the value achieved by the customer's purchased solution
- B. To establish KPI's that measure the success of your company's business
- C. To document roles and responsibilities for your project management
- D. To provide expansion opportunities for your sales team

**Answer:** B

**NEW QUESTION 30**

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 33**

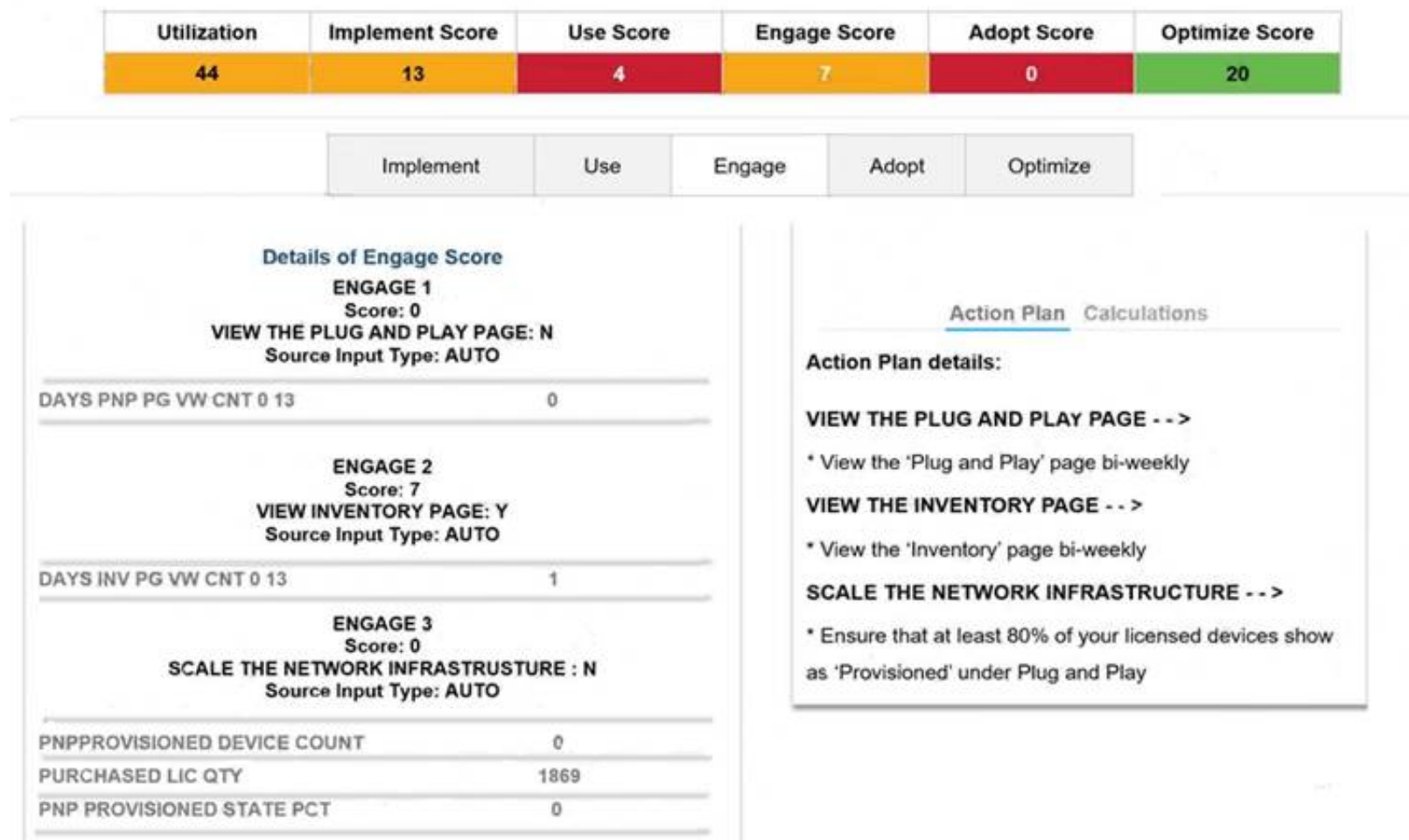
From a Customer Success perspective, which reason to monitor your customer's health is the most important?

- 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 37**

Refer to the exhibit.



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 40

What is the first step a Customer Success Manager should take to identify why the solution was purchased?

- A. Review the bill of materials
- B. Evaluate the Customer Success Plan
- C. Collaborate with the sales team.
- D. Engage with the customer

**Answer: D**

#### NEW QUESTION 45

Refer to the exhibit.

<div> <b>RACI Responsibilities</b> <span>R Responsible</span> <span>A Accountable</span> <span>C Consulted</span> <span>I Informed</span> </div>									
Stage Activity	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	I
Conduct Customer Kick-Off	A R		C	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 reports	I					R	I	A R	I

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 50

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 55

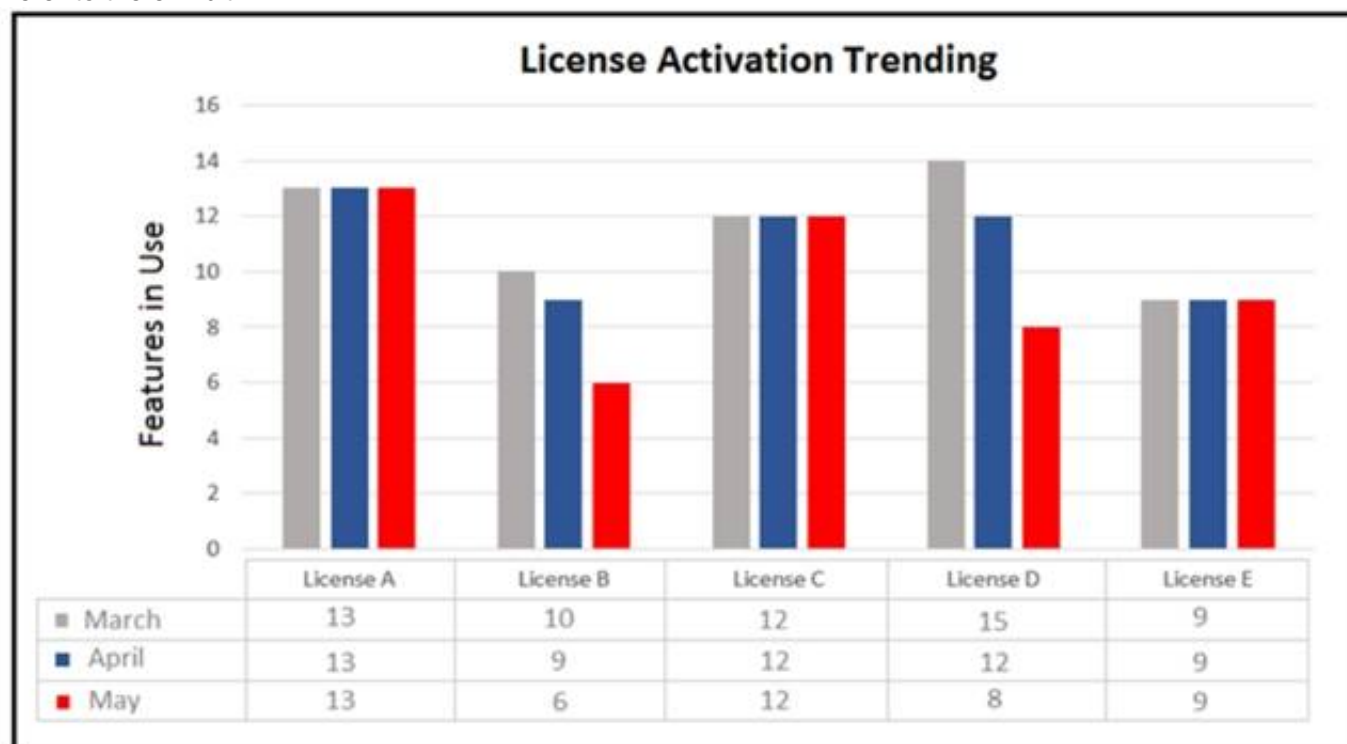
Customer A has 120.000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome 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 60

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 62

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 63

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.



- A. Mastered
- B. Not Mastered

**Answer:** A

**Explanation:**

A picture containing diagram Description automatically generated

**NEW QUESTION 64**

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 69**

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 70**

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**

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 79

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

cost of the adoption service

desired business outcome

baseline metrics / KPI

customer testimonials

expand opportunities

Demonstrates Value

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Diagram Description automatically generated

NEW QUESTION 84

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 87

Which expense is an operating expense (OPEX)?

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

Answer: A

NEW QUESTION 92

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 93

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 97

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 102

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 104

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 105

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 109

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 112

Your client, the Director of IT Policy and Governance of Easternbank, has just informed you that the CIO is dissatisfied with the current level of utilization of the collaboration solution that was deployed 3 months ago. The client has requested a meeting to improve the situation. Which reports are critical to the success of the meeting?

- A. number of users registered, bandwidth utilization, number of training sessions user joined
- B. number of users registered, service logs, number of users
- C. number of users registered, number of meetings user initiated, number of meetings user joined
- D. network utilization, number of meetings user initiated, number of users

**Answer:** C

#### NEW QUESTION 114

A customer purchased 500 licenses for its cloud-based collaboration solution. During a customer meeting, they complain to the Customer Success Manager that they cannot verify who and how the licenses are being used. Which two types of adoption barriers are occurring? (Choose two.)

- A. process
- B. people
- C. tools
- D. platform
- E. application

**Answer:**

AB

**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 122**

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 124**

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 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 128**

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 131**

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 136**

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 137**

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 139**

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 144**

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 149**

Which element evaluates a customer outcome?

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

**Answer:** A

**NEW QUESTION 154**

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.

Set a goal to achieve	step 1
Baseline the current usage	step 2
Update the success plan with status	step 3
Investigate the current barrier to utilization	step 4

- A. Mastered  
B. Not Mastered

**Answer:** A

**Explanation:**

Set a goal to achieve	Baseline the current usage
Baseline the current usage	Investigate the current barrier to utilization
Update the success plan with status	Set a goal to achieve
Investigate the current barrier to utilization	Update the success plan with status

**NEW QUESTION 157**

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 158**

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 160**

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 165**

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 167**

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 168**

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 170**

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