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
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. Clarity 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
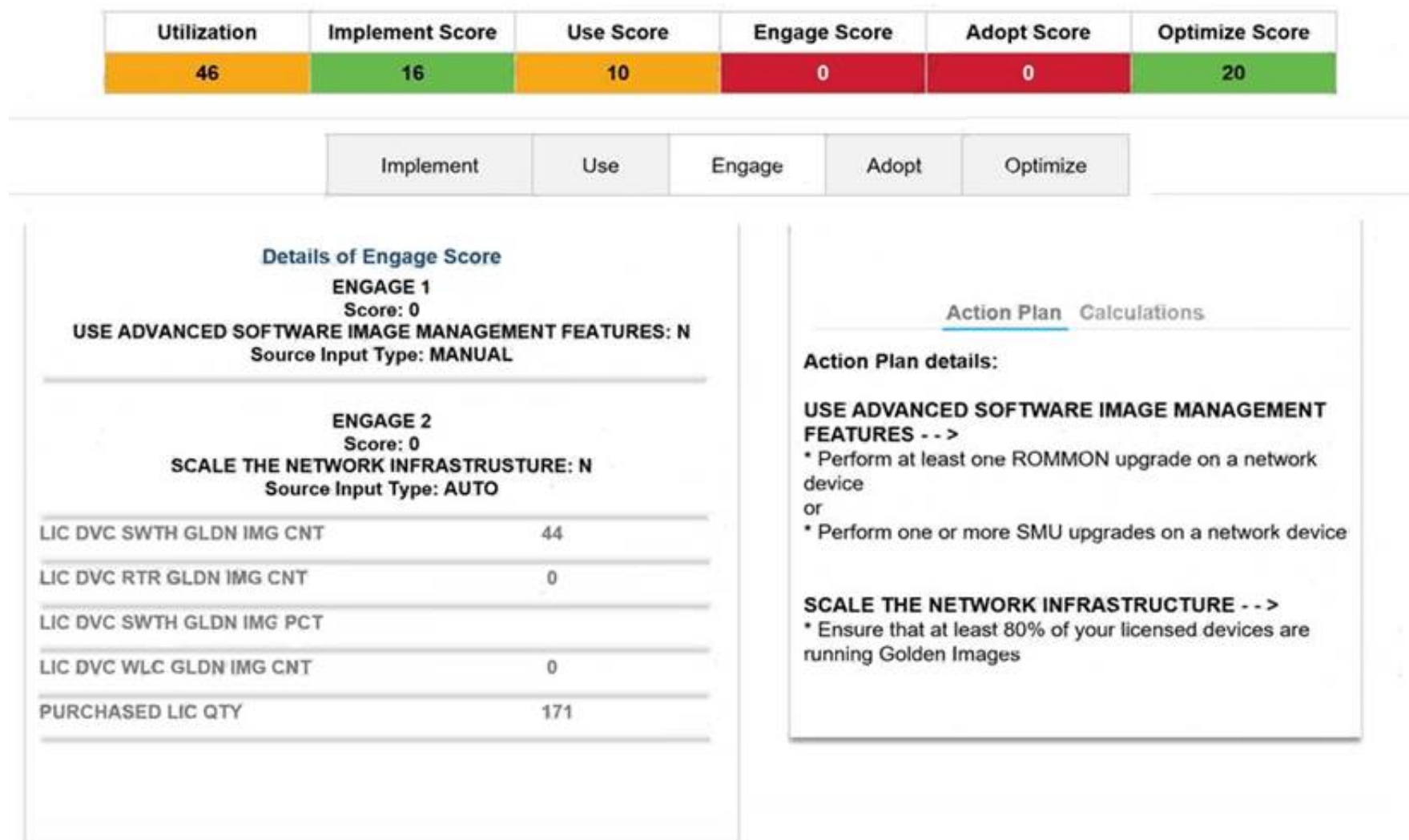What is a barrier to adopting software tools?

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

Answer: A

NEW QUESTION 5
Refer to the exhibit.

Utilization	Implement Score	Use Score	Engage Score	Adopt Score	Optimize Score
46	16	10	0	0	20

Implement	Use	Engage	Adopt	Optimize

Details of Engage Score

ENGAGE 1
Score: 0
USE ADVANCED SOFTWARE IMAGE MANAGEMENT FEATURES: N
Source Input Type: MANUAL

ENGAGE 2
Score: 0
SCALE THE NETWORK INFRASTRUSTURE: N
Source Input Type: AUTO

LIC DVC SWTH GLDN IMG CNT	44
LIC DVC RTR GLDN IMG CNT	0
LIC DVC SWTH GLDN IMG PCT	
LIC DVC WLC GLDN IMG CNT	0
PURCHASED LIC QTY	171

Action Plan Calculations

Action Plan details:

USE ADVANCED SOFTWARE IMAGE MANAGEMENT
FEATURES - - >
* Perform at least one ROMMON upgrade on a network device
or
* Perform one or more SMU upgrades on a network device

SCALE THE NETWORK INFRASTRUCTURE - - >
* Ensure that at least 80% of your licensed devices are running Golden Images

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 6
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 7
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 8
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 9
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 10
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 10
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 11
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 12
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 17
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 20
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 24
Refer to the exhibit.
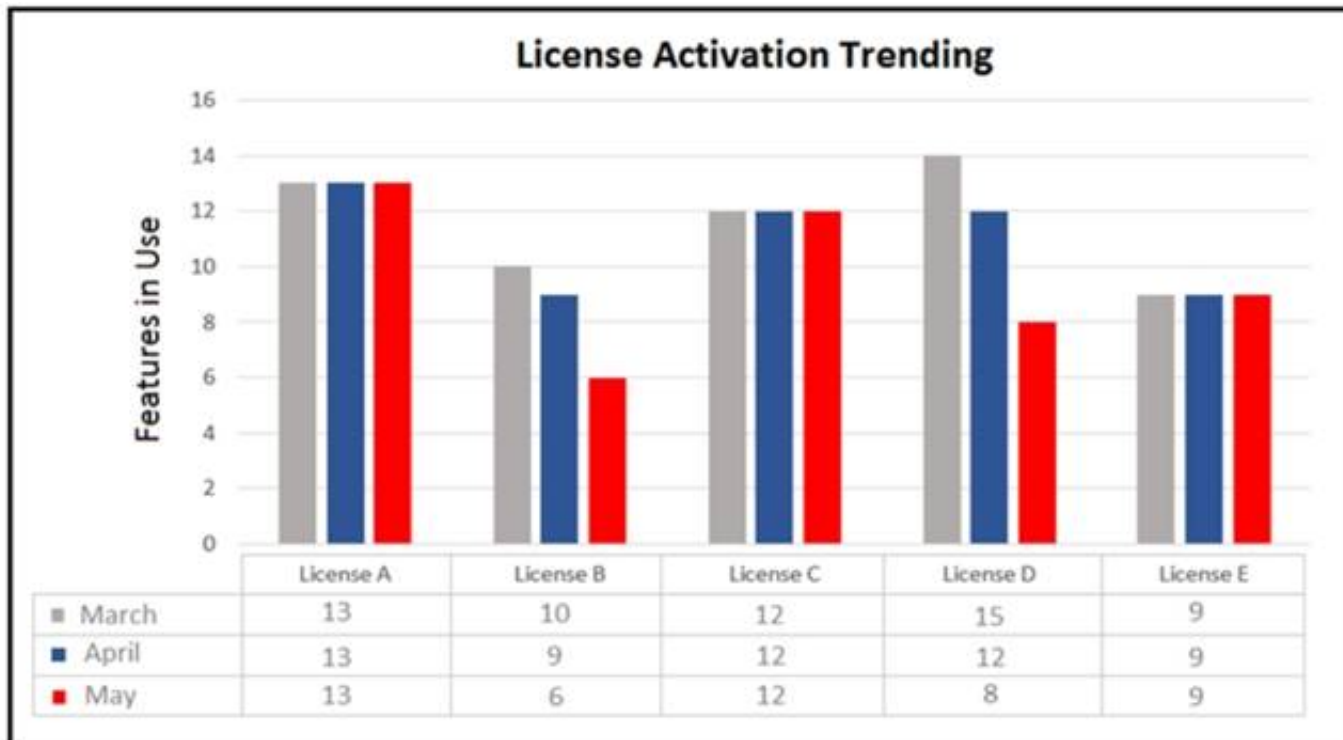
Which initial action does a Customer Success Manager take?

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 27
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 28
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 32
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 37
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 38
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 42
What is a technical adoption barrier?

A. lack of integration with other products
B. underutilization of licenses
C. untrained customer user group
D. customer not measuring product value

Answer: A

NEW QUESTION 45
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 47
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 49
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 andsubscription 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 51
Refer to the exhibit.

Task	Stakeholder 1	Stakeholder 2	Stakeholder 3	Stakeholder 4	Stakeholder 5	Stakeholder 6
Project Task 1	R	A	C	A	I	A

What is the problem with this RACI example?

A. Every task should have four people consulted.
B. No one has multiple roles.
C. More stakeholders should be involved.
D. Too many people are accountable for this task.

Answer: D

NEW QUESTION 53
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 56
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 61
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 65
Which method is directly associated with evaluating a customer outcome?

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

Answer: D

NEW QUESTION 66
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 68
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 70
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 75
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 77
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 79
The CIO of a bank and their vendor have a significant disagreement over the value of the work that was delivered the past two years under the existing managed-services contract. The contract renewal process was delayed over three months, with considerable risk to both parties. Which best practice will help prevent this type of disagreement?

A. Adopt a lifecycle approach with a proactive review of service performance against KPIs.
B. Have the CSM define how value should be measured at the end of the contract period.
C. Engage a third-party mediator to develop contract goals and evaluate the objectives at regular intervals.
D. Have the CIO define a clear IT strategy and implement the suggestions immediately.

Answer: A

NEW QUESTION 80
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 81
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 84
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