Exam Questions 820-605

Cisco Customer Success Manager

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NEW QUESTION 1
Your customer's business outcome is to drive employee efficiencies. Which key metrics measure this outcome?

A. increase in new subscribers or increase in end users
B. number of incidents reported or number of compliance issues
C. reduction in headcount or operational support costs
D. customer and employee feedback
E. number of activities completed or increase in direct time

Answer: E

NEW QUESTION 2
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 adoptio
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 purchas
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 realize
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 3
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 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
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 6
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 7
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 two main barriers to adoption does the customer face? (Choose two.)

A. technical barrier
B. cultural barrier
C. process barrier
D. product barrier
E. cost barrier

Answer: CD

NEW QUESTION 8
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:

NEW QUESTION 9
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 10
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 10
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 13
Which two actions should the Customer Success Manager take throughout the quarter to support their customer? (Choose two.)

A. No action is necessary as long as the health index is green
B. Observe the online image of the customer
C. Review and update the success plan for ongoing activities
D. Manage the service issues and escalations
E. Join the sales and marketing strategy meetings

Answer: CD

NEW QUESTION 18
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 23
A customer's renewal is due in the next 6 months. Analytical data has been provided to the Customer Success Manager that shows customer usage over the last 12 months. Which two additional pieces of information are important prior to a meeting with the customer to discuss their adoption journey prior to the renewal? (Choose two.)

A. customer annual report and quarterly business reviews
B. sales account plan
C. detailed contract inventory
D. QUESTION NO:s to validate the interpreted analytical data
E. support tickets reports and diagnostic information

Answer: AD

NEW QUESTION 24
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 27
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 29
In which stage does the Customer Success Manager initially validate stakeholders?

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

Answer: A

NEW QUESTION 34
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 35
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 37
The customer wants to improve operational expenditure and reduce the C02 footprint of the organization. Which two business outcomes are critical to the company's success? (Choose two.)

A. sustainability
B. credibility
C. time to market
D. business growth
E. cost efficiency

Answer: AE

NEW QUESTION 38
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 42
Refer to the exhibit.
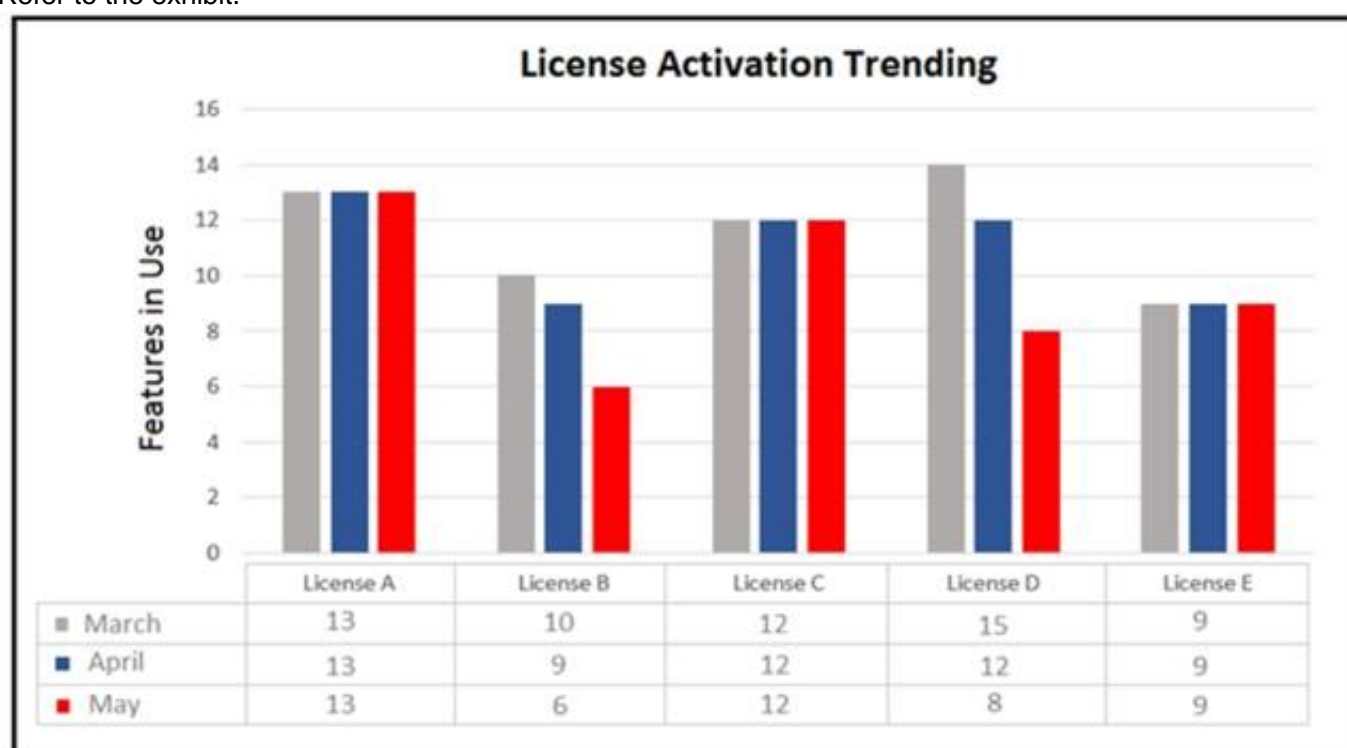
Which initial action does a Customer Success Manager take?

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 44
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