

Exam Questions 820-605

Cisco Customer Success Manager

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NEW QUESTION 1

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 2

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 The Customer Success Manager recognizes that the customer is using collaboration products with outdated software.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 3

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 4

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 5

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: BC

NEW QUESTION 6

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 7

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 8

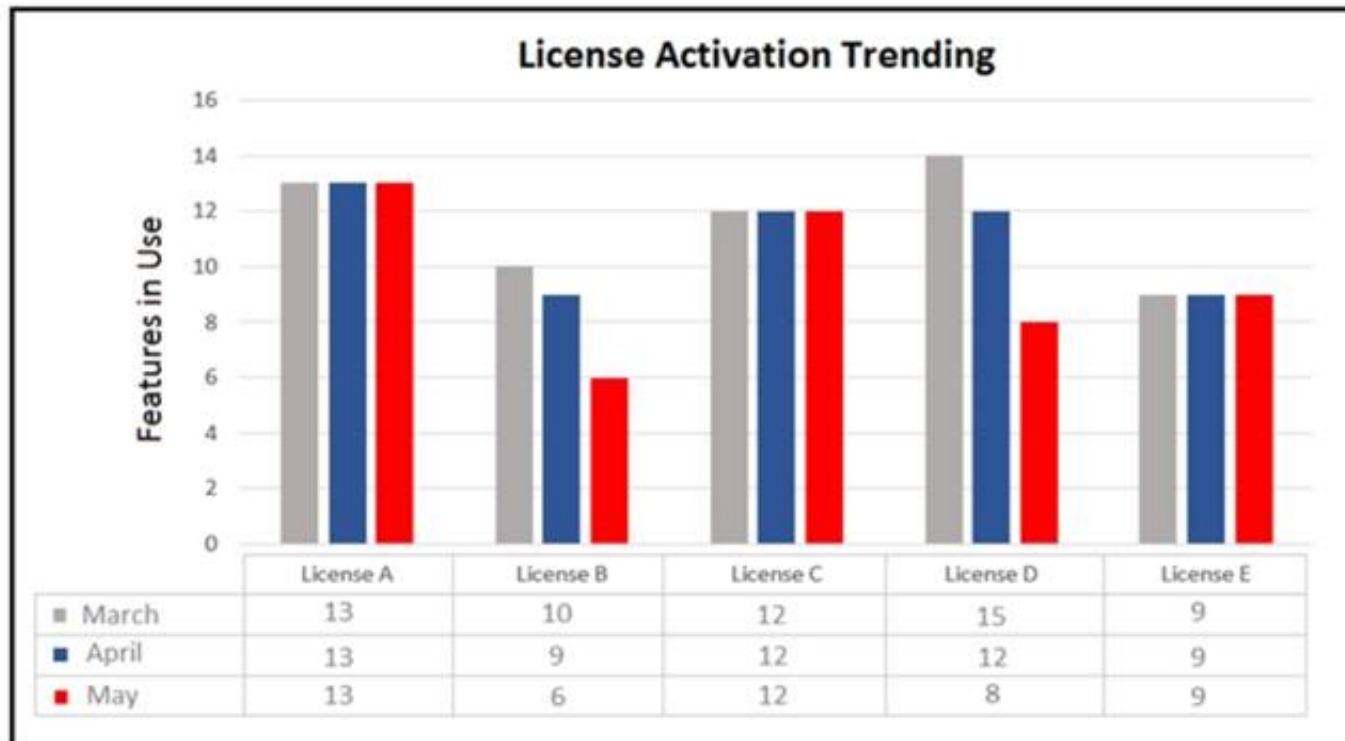
The customer plans to relocate to a new building in the existing area to reduce cost. The company wants to retain talent through this transition. Which two business outcomes are critical to the company's success? (Choose two.)

- A. risk management
- B. employee satisfaction
- C. cost efficiency
- D. credibility
- E. sustainability

Answer: BC

NEW QUESTION 9

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 10

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 10

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 14

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 15

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 20

Which activity reduces the risk of chum?

- A. providing a discount on renewal
- B. lowering the service level
- C. expanding the customer footprint
- D. educating on product features

Answer: C

NEW QUESTION 24

During the delivery of a security solution, adoption barriers were identified. Those barriers were addressed, and the customer's business goals are now fulfilled. The customer is pleased with their solution and shares this experience in blogs and social media. In which stage is the customer?

- A. Adoption
- B. Optimize
- C. Expand
- D. Advocate

Answer: D

NEW QUESTION 28

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 30

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 32

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 33

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 depreciation with CapEx.

Answer: C

NEW QUESTION 34

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 38

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 42

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 46

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 50

During the past few months, the Customer Success Manager has been working on adoption sessions with all Network Security Staff from Company ABC. They had significant progress in how administrators are using the solution, implementing best practices, and reducing by half the time they spend performing a repetitive task. However, in a recent conversation, upper management questioned the renewal of the solution subscription. Which barrier must the CSM overcome?

- A. operational
- B. business
- C. technical
- D. data

Answer: B

NEW QUESTION 54

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 56

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 59

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 64

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 69

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