

# Cisco

## Exam Questions 820-605

Cisco Customer Success Manager



#### NEW QUESTION 1

Which sources should be used to uncover customer barriers?

- A. data, health score, intuition
- B. conversation, data, health score
- C. intuition, observation, data
- D. observation, conversation, data

**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

A customer wants to deploy new technology. The Customer Success Manager is concerned the customer is not ready to adopt the solution. Which steps with the Project and Operations teams ensure a successful adoption?

- A. Conduct an end-user assessment, determine gaps, and suggest appropriate training for all users of the new technology.
- B. Assign internal resources to develop and deliver training to the customer's IT staff to ensure the project is successful.
- C. Complete a knowledge assessment of the Project and Operations teams, determine gaps, and develop a training plan.
- D. Research the best training available for this new technology and ensure as many IT staff as possible attend the training.

**Answer: A**

#### NEW QUESTION 4

What is a business adoption barrier?

- A. solution is not implemented
- B. customer lacks technical knowledge
- C. services are unpurchased
- D. lack of customer stakeholder

**Answer: B**

#### NEW QUESTION 5

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 6

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 7

What is a barrier to adopting software tools?

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

**Answer: A**

**NEW QUESTION 8**

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 9**

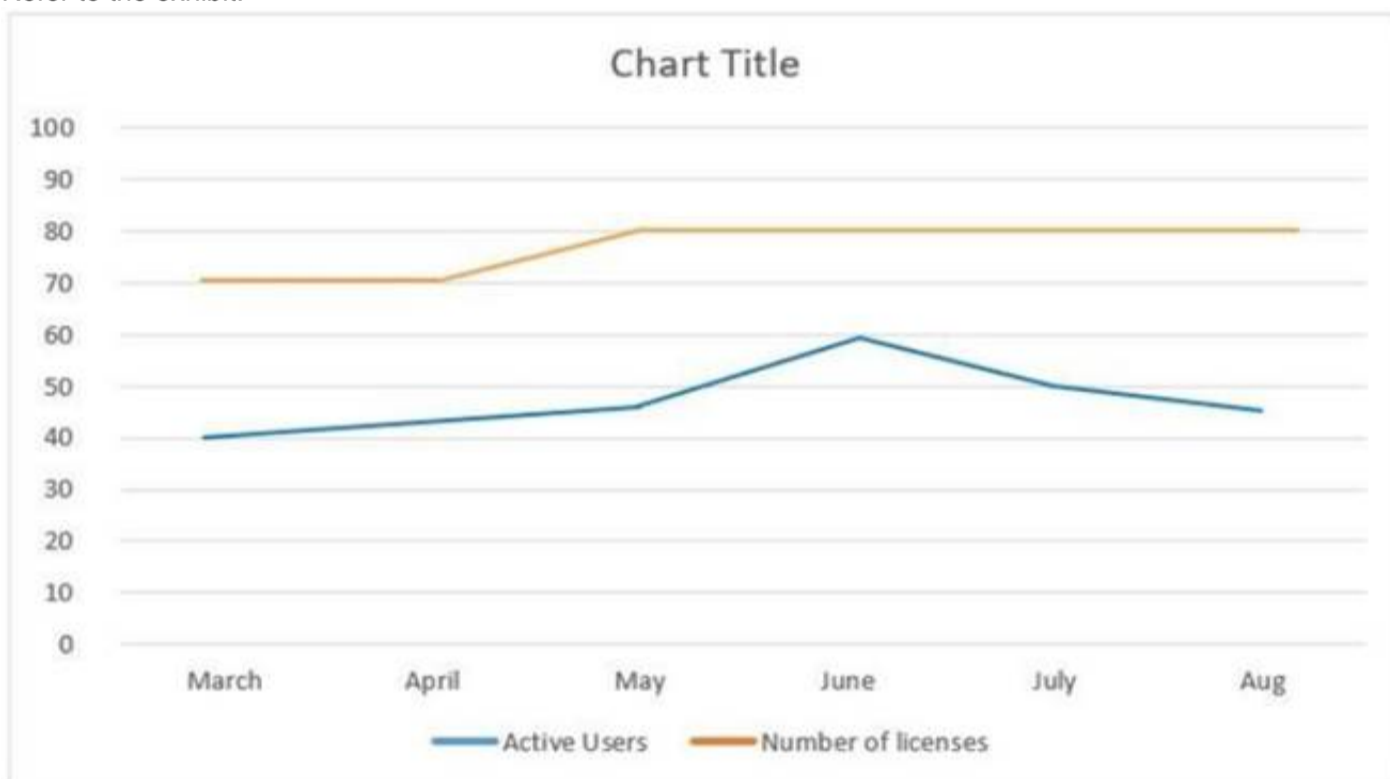
Which perspectives are covered in a balanced scorecard?

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

**Answer: B**

**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 20**

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 21

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 24

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 28

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 32

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 adoption
- 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 purchase
- 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 realized
- 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 35

Refer to the exhibit.



**NEW QUESTION 45**

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 49**

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 52**

What are two drivers for Customer Success? (Choose 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 53**

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 56**

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 57**

A customer voices frustration because the purchased solution is not being adopted as expected within the organization, and the organization's new leadership does not have a historical perspective of the expected outcomes. Which two activities should the Customer Success Manager initiate to create mitigation plans to address these risk factors? (Choose two)

- A. Research the list of accelerators.
- B. Review the account health score.
- C. Analyze the adoption report.
- D. Examine the recent QBR results.
- E. Evaluate the architecture value cards.

**Answer: CD**

**NEW QUESTION 62**

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**

Which tool is used by a Customer Success Manager to establish cross-functional alignment, ensure efficient execution and communication across a project team, and facilitate stakeholder management?

- A. KPIs
- B. Stakeholder Map
- C. RACI
- D. Health Index Report

**Answer: C**

**NEW QUESTION 68**

Which expense is an operating expense (OPEX)?

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

**Answer: A**

**NEW QUESTION 71**

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 72**

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 77**

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 82**

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 84**

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 88

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 91

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 94

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 95

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 100

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 103

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 106

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 108**

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 109**

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 112**

Which method is directly associated with evaluating a customer outcome?

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

**Answer: D**

**NEW QUESTION 114**

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 118**

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 123**

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 128**

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 131**

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 135**

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:



**NEW QUESTION 140**

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 142**

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 145**

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 150**

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 152**

In which two ways can an adoption campaign identify expansion opportunities? (Choose two.)

- A. The adoption campaign provides notifications of new feature releases.
- B. The adoption campaign surveys all end users for product feedback.
- C. The adoption campaign notifies customers of a critical bug.
- D. The adoption campaign provides free trial licenses for feature upgrades.
- E. The adoption campaign provides free user training.

**Answer:** AD

**NEW QUESTION 156**

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 159**

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