

# Cisco

## Exam Questions 820-605

Cisco Customer Success Manager



#### NEW QUESTION 1

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 2

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 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: AB**

#### NEW QUESTION 4

Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

- A. Mastered
- B. Not Mastered

**Answer: A**

**Explanation:**

#### 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 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 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**

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 9**

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 10**

What is a financial implication of churn?

- A. loss of revenue
- B. increased production
- C. reduced product utilization
- D. contract expansion

**Answer:** A

**NEW QUESTION 10**

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:** BD

**NEW QUESTION 14**

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 15**

In which stage does the Customer Success Manager initially validate stakeholders?

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

**Answer:** A

**NEW QUESTION 19**

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 21**

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:** CE

**NEW QUESTION 23**

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 25**

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: AC**

**NEW QUESTION 26**

The customer wants to improve operational expenditure and reduce the CO2 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 30**

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 35**

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 37**

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: A**

**NEW QUESTION 42**

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