

Cisco

Exam Questions 820-605

Cisco Customer Success Manager



NEW QUESTION 1

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. Clarify roles and responsibilities with the stakeholders.

Answer: D

NEW QUESTION 2

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 3

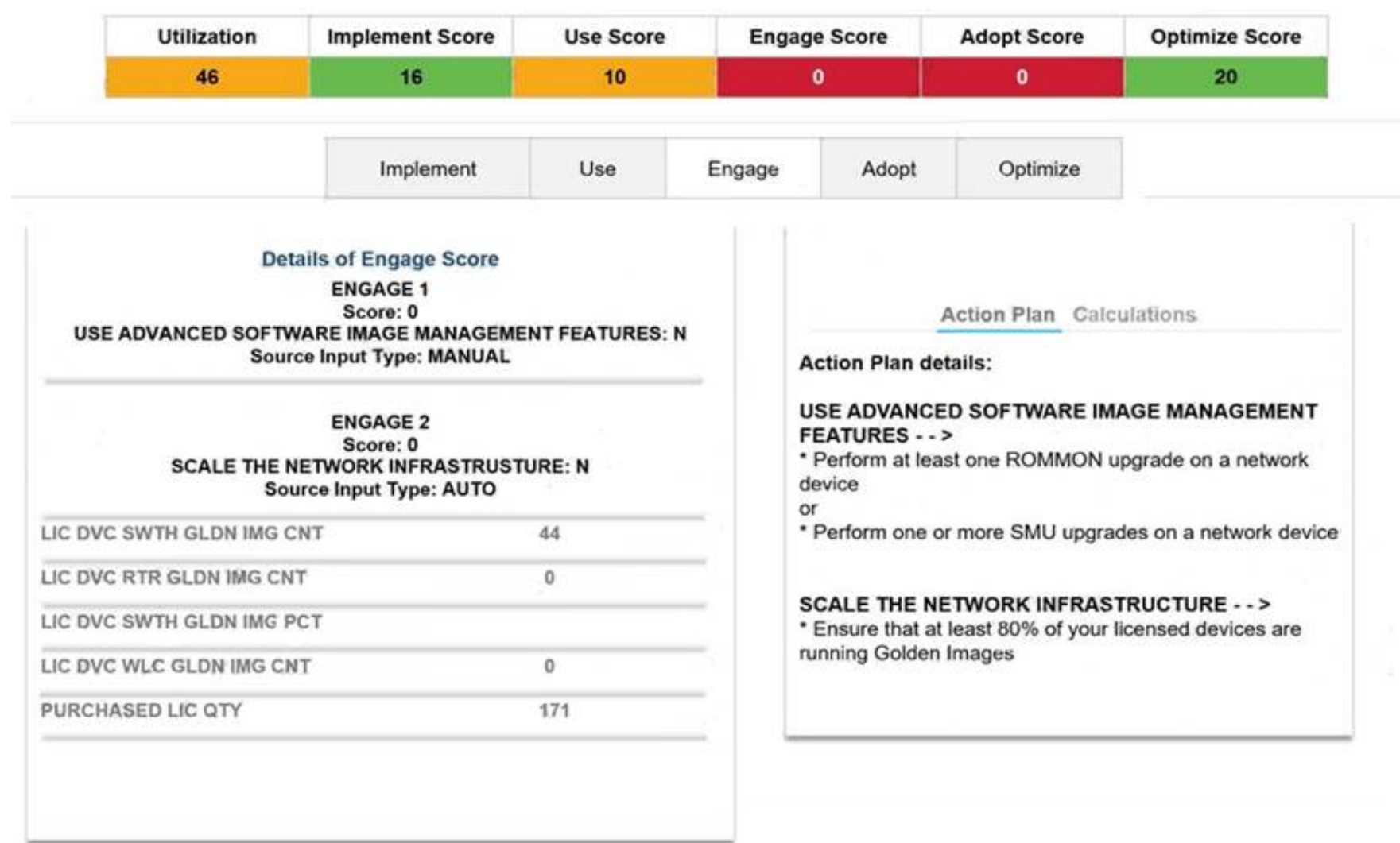
The customer wants to reduce their exposure to security events. Which business outcome is critical to the company's success?

- A. risk management
- B. market growth
- C. sustainability
- D. cost efficiency

Answer: A

NEW QUESTION 4

Refer to the exhibit.



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 5

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 6

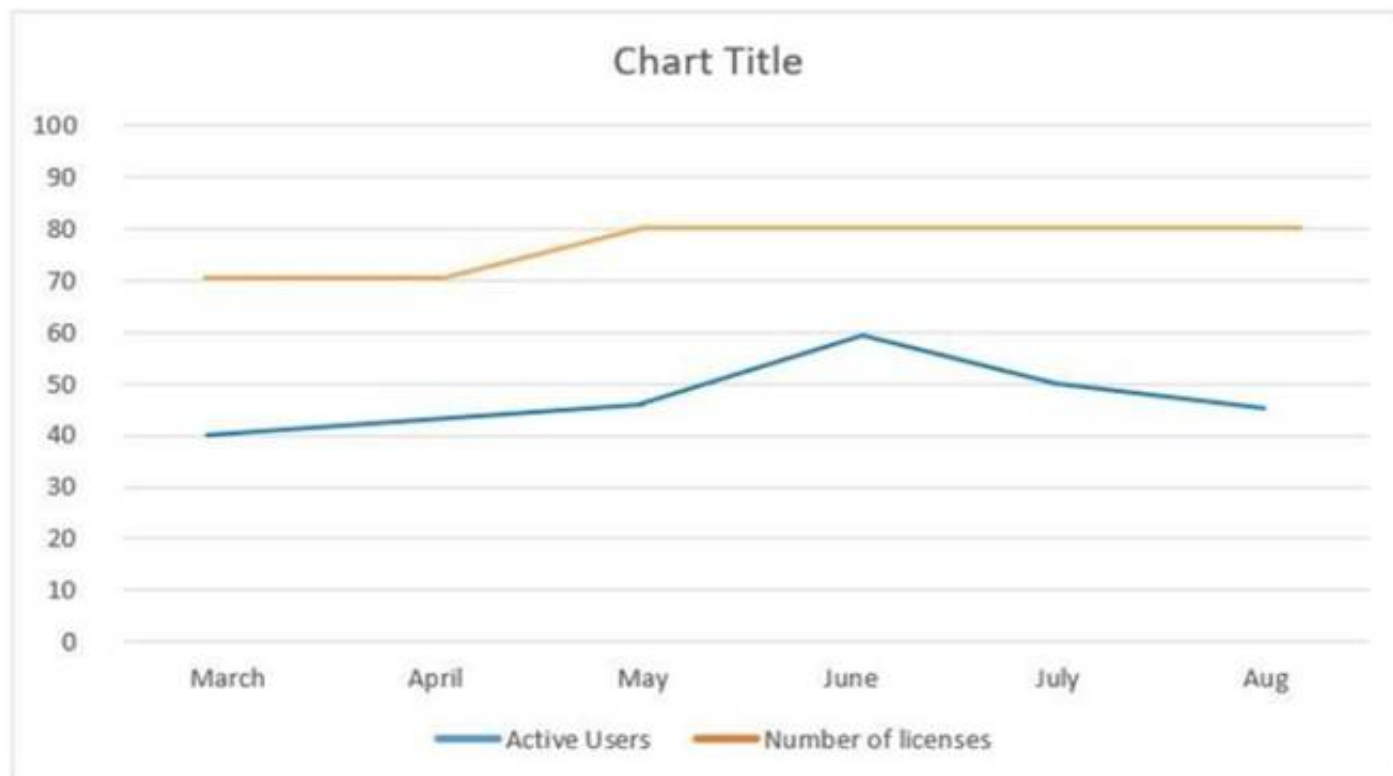
From a Customer Success perspective, why should the customer's health be monitored?

- 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 7

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 8

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 9

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 10

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 10

Refer to the exhibit.

Stage Activity	RACI Responsibilities R Responsible A Accountable C Consulted I Informed								
	Account Manager	Sales Engineer	Product Sales Specialist	Technical Solutions Architect	Business Development Manager	Service Manager	Customer Success Specialist	Customer Success Manager	Renewals Manager
Execute Sales-CS Interlock	A R	R	R	R		I	I	R	I
Conduct Customer Kick-Off	A R		C	C		C	C	R	I
Develop and validate Success Plan update									
Address deployment readiness	I		C	C		C		A	I
Align on deployment	I	C	C			R	C	A	I
Conduct deployment and create progress report	I					R	I	A R	I

Which role is accountable for the Develop and validate Success Plan update activity?

- A. Account Manager
- B. Customer Success Manager
- C. Product Sales Specialist
- D. Business Development Manager

Answer: B

NEW QUESTION 11

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 12

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 13

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 18

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 22

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 26

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 29

An external customer case study is being created. Drag and drop the contents which show value from the left onto the right. Not all content choices are used.

customer specific industry

cost of the adoption service

desired business outcome

baseline metrics / KPI

customer testimonials

expand opportunities

Demonstrates Value

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Diagram Description automatically generated

NEW QUESTION 30

Which two metrics are used by Customer Success Managers to measure customer success? (Choose two.)

- A. help desk data
- B. health score
- C. risk management
- D. telemetry
- E. training surveys

Answer: BD

NEW QUESTION 35

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 36

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 39

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 44

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 48

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 53

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 57

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 61

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 65

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 69

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 74

Which action should a Customer Success Manager take when the product utilization score is not improving?

- A. Conduct customer interviews to understand current adoption barriers and develop a solution plan.
- B. Engage the sales team to upsell the solution and offer options and product diversity to the customer.
- C. Review the support case history to identify product quality or customer education issues.
- D. Contact the product operations team to review the telemetry and offer insights to the customer.

Answer: A

NEW QUESTION 78

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 80

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 85

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: B

NEW QUESTION 86

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 87

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