

Cisco

Exam Questions 820-605

Cisco Customer Success Manager



NEW QUESTION 1

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 2

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 3

Which scenario represents a use case expand opportunity?

- A. usage KPIs are on target entering the fourth quarter
- B. supplementary training sessions are organized on existing features
- C. solution management team adds headcount
- D. endpoint security solution extended to cover data center servers in addition to laptops

Answer: D

NEW QUESTION 4

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 5

Which term describes the gap between the features and functions customers purchases and the features and functions customers use?

- A. consumption
- B. organizational
- C. financial
- D. capability

Answer: A

NEW QUESTION 6

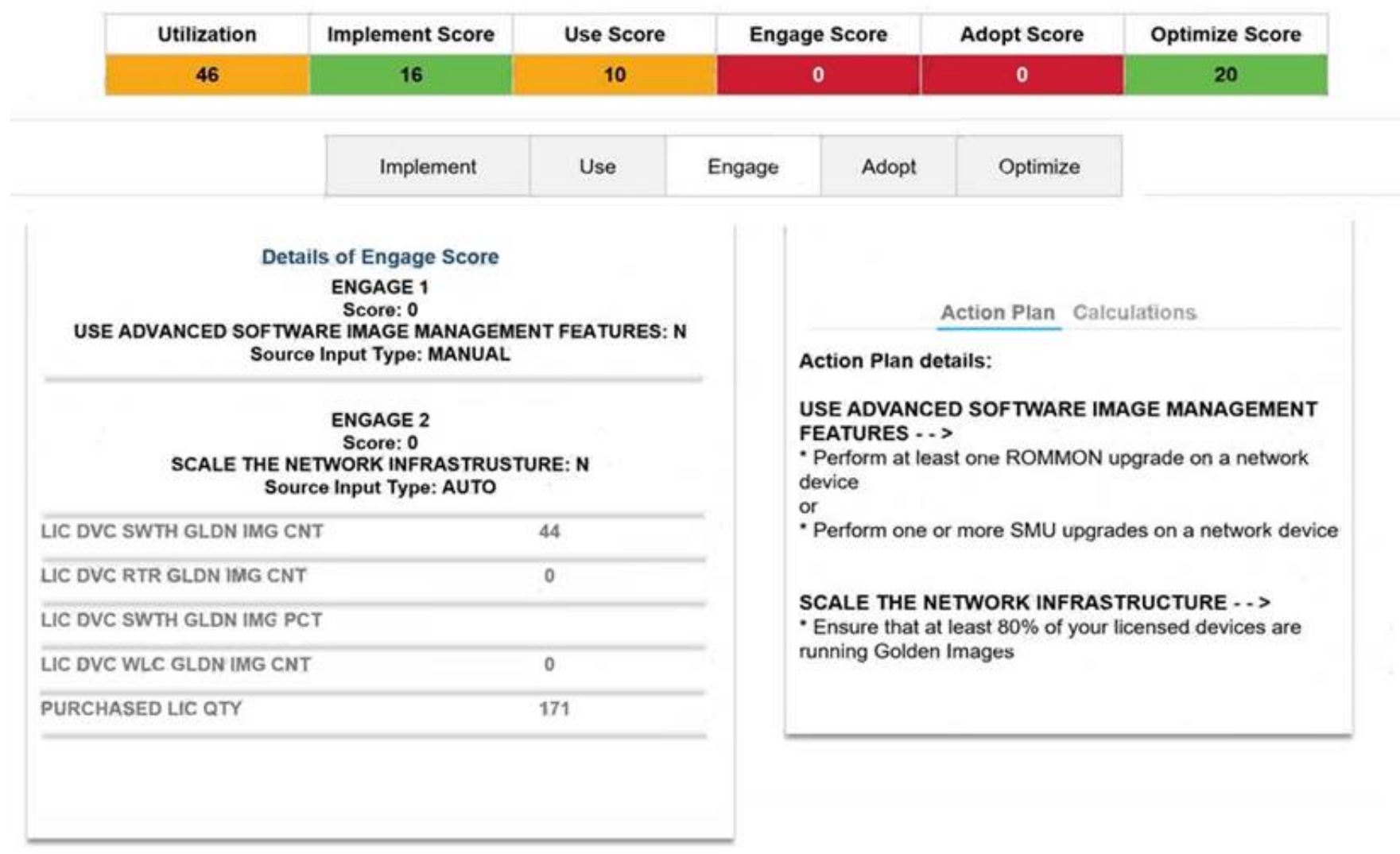
What is a barrier to adopting software tools?

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

Answer: A

NEW QUESTION 7

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 8

Which perspectives are covered in a balanced scorecard?

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

Answer: B

NEW QUESTION 9

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 10

On which two objectives should communication with customer executives focus? (Choose two)

- A. return on investment
- B. new sales
- C. product improvement
- D. user training
- E. time to value

Answer: AE

NEW QUESTION 10

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 11

What is a technical adoption barrier?

- A. lack of integration with other products
- B. underutilization of licenses
- C. untrained customer user group
- D. customer not measuring product value

Answer: A

NEW QUESTION 12

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 14

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 18

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 22

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 27

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 29

Which two outcomes are expansion opportunities within customer success? (Choose two.)

- A. expansion of solution features
- B. renewal of solution subscription
- C. purchase of a new solution
- D. deployment of solution
- E. expansion of solution services

Answer: AE

Explanation:

There are many ways that you can add value for your customers by expanding their consumption of your solutions and services, such as these examples:

- Add features to the product or upgrade the license tier
- Implement or optimize services

NEW QUESTION 34

Which list of components of a Customer Success Quarterly Success Review is common?

- A. results from prior quarter, product roadmap, proposed marketing new products, and confirm goals for thenext quarter
- B. results from prior quarter, agreed actions completed, benchmarking with the market, and confirm goals for next quarter
- C. results from prior quarter, services delivered, issues and open services cases, and confirm goals for next quarter
- D. results from prior quarter, cover roadmap and promote new products, and confirm goals for next quarter

Answer: C

NEW QUESTION 36

Which method is directly associated with evaluating a customer outcome?

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

Answer: D

NEW QUESTION 37

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 38

Which factor delays time to value?

- A. unrenewed Success Plan
- B. unpaid invoice
- C. loss of project sponsor
- D. negative Net Promoter Score

Answer: C

NEW QUESTION 42

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 44

Which two steps in the customer lifecycle approach are owned by the sales and marketing team? (Choose two)

- A. Deployment
- B. Adoption
- C. Awareness
- D. Evaluation
- E. Experience

Answer: BC

NEW QUESTION 49

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 50

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 52

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 57

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 59

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