

# 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

Which adoption barrier results from failing to identify key stakeholders?

- A. missing value of product roadmap
- B. fragmented purchase
- C. lack of resources
- D. additional training requirements

**Answer:** C

#### NEW QUESTION 3

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 4

What are two examples of leveraging data to identify a customer barrier? (choose two)

- A. noting change in customer executive team
- B. consulting the health index
- C. providing training recommendations
- D. reviewing installed base details
- E. evaluating feedback from the customer operations team

**Answer:** DE

#### NEW QUESTION 5

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 6

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 7

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 8

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 9

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 10

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 10

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 14

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 18

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 23

Which outcome is the best that a Customer Success Manager can achieve for a customer?

- A. adoption of all the licenses and features the customer purchased leading to expansion to improve the customer's business
- B. full adoption of all the technologies the customer purchased
- C. removing barriers so the customer achieves the fastest time to value possible from the solution they purchased
- D. ensuring the customers deployment teams and end users are trained and ready to adopt the technology

**Answer:** C

#### NEW QUESTION 28

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 29

Customer A has 120,000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome is to create a cost-savings, self-serve approach to achieve business innovation through face-to-face communications. Which adoption barrier will the customer encounter?

- A. technical barrier
- B. cultural barrier
- C. product barrier
- D. cost barrier

**Answer:** A

#### NEW QUESTION 32

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 35

A customer informs their Customer Success Manager that they are not realizing the savings expected with their technology solution. The Customer Success Manager acknowledges the concern and takes ownership. Which action does the Customer Success Manager take first?

- A. Engage the service delivery manager and request two days of free consultation for the customer
- B. Communicate to the technical customer center and request that an expert contact the customer to discuss the purchased solution
- C. Escalate the situation to your manager and request a customer visit to understand concerns and expectations
- D. Check the account health report, review the expected outcomes in the success plan, and set up an internal meeting with the account team to discuss next steps

**Answer:** D

#### NEW QUESTION 38

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 43

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 46

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 48

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 49

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 54

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 58

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 63

Which method is directly associated with evaluating a customer outcome?

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

**Answer:** D

#### NEW QUESTION 65

Which action should be taken when new company leadership is forcing a competitor's solution?

- A. Recheck the value realized by the current solution.
- B. Demonstrate how the current solution is a lower-cost solution than competitors.
- C. Hold an executive briefing to evaluate risks of the proposed solution.
- D. Tell the new leadership about the long-standing relationship between two companies.

**Answer:** A

#### NEW QUESTION 67

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 71**

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 72**

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:**

Set a goal to achieve	Baseline the current usage
Baseline the current usage	Investigate the current barrier to utilization
Update the success plan with status	Set a goal to achieve
Investigate the current barrier to utilization	Update the success plan with status

**NEW QUESTION 75**

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 80**

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 85**

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