Cisco

Exam Questions 820-605

Cisco Customer Success Manager

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NEW QUESTION 1
Your customer's business outcome is to drive employee efficiencies. Which key metrics measure this outcome?

A. increase in new subscribers or increase in end users
B. number of incidents reported or number of compliance issues
C. reduction in headcount or operational support costs
D. customer and employee feedback
E. number of activities completed or increase in direct time

Answer: E

NEW QUESTION 2
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 3
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 4
Refer to the exhibit.
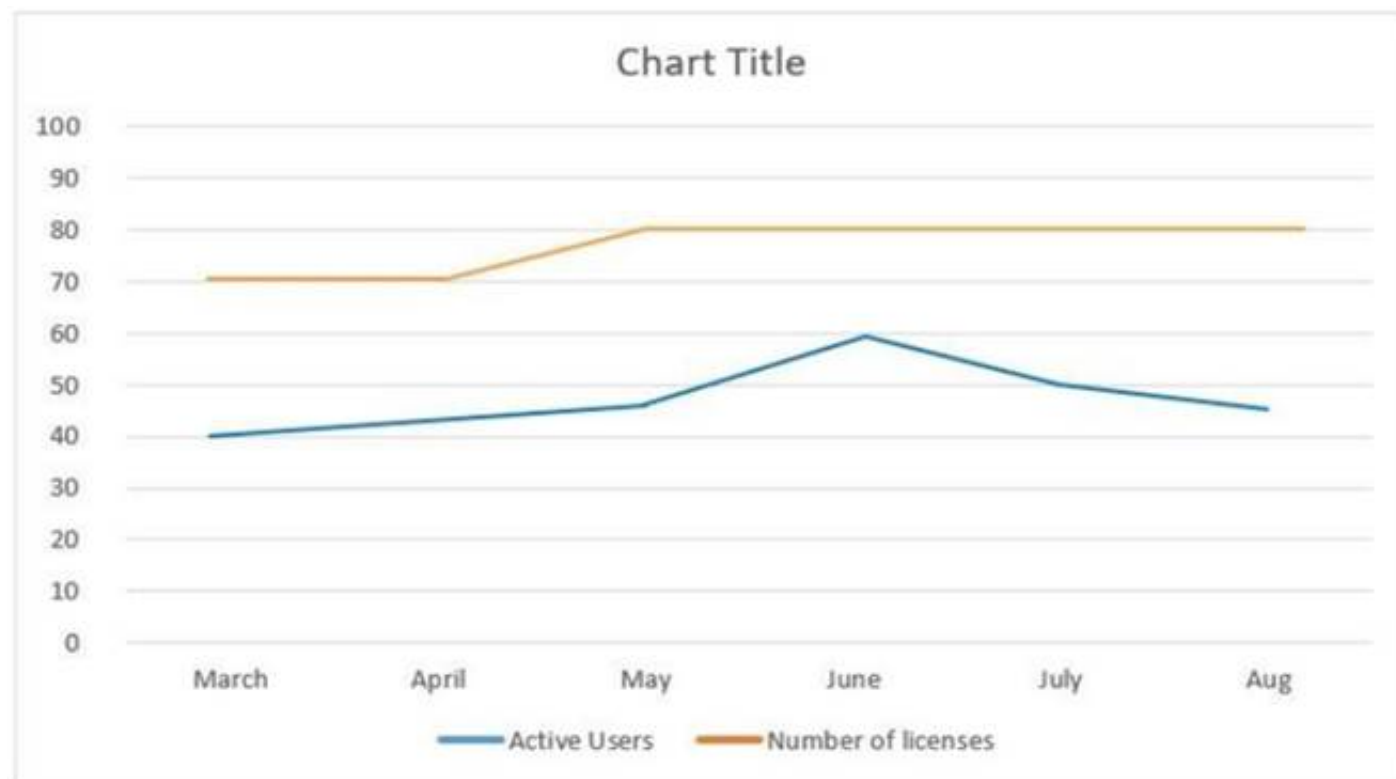
The graph shows a customer with a software product and highlights the number of paid- for licenses (shown with the orange line) and the number of users actively using the product (shown with the blue line). Which statement about the customer is true?

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 5
Which statement describes the difference between customer success and customer sales?

A. Customer sales is about selling solutions to meet business need
B. Customer success is about getting customers to utilize those solutions to get the value they intended.
C. Customer sales is about getting customers to utilize their solutions to get the value they intended.Customer success is about making sure the customer deploys the solution within an effective timeline.
D. Customer sales is about getting customers to utilize their solutions to get the value they intended.Customer success is about expanding the customer's portfolio.
E. Customer sales is about selling solutions to meet business need

F. Customer success is about finding product opportunities for sales as the customer utilizes their current solution.

Answer: A

NEW QUESTION 6
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 7
Which expense is an operating expense (OPEX)?

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

Answer: C

NEW QUESTION 8
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 9
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: BD

NEW QUESTION 10
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 10
The customer plans to relocate to a new building in the existing area to reduce cost. The company wants to retain talent through this transition. Which two business outcomes are critical to the company's success? (Choose two.)

A. risk management
B. employee satisfaction
C. cost efficiency
D. credibility
E. sustainability

Answer: BC

NEW QUESTION 13
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 17
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 19
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: AD

NEW QUESTION 21
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 22
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 27
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 30
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 32
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 35
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 40
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