

# 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

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: B**

#### 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

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 5

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 6

What is a business adoption barrier?

- A. solution is not implemented
- B. customer lacks technical knowledge
- C. services are unpurchased
- D. lack of customer stakeholder

**Answer: B**

#### NEW QUESTION 7

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 8**

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 9**

What is a barrier to adopting software tools?

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

**Answer: A**

**NEW QUESTION 10**

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 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 11**

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 16**

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 19**

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 23**

What is the best method to measure customer consumption of technology?

- A. telemetry and analytics

- B. recurring revenue management
- C. enterprise CRM and incident management
- D. content management

**Answer:** A

**NEW QUESTION 26**

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 28**

What is the first step a Customer Success Manager should take to identify why the solution was purchased?

- A. Review the bill of materials
- B. Evaluate the Customer Success Plan
- C. Collaborate with the sales team.
- D. Engage with the customer

**Answer:** D

**NEW QUESTION 29**

Refer to the exhibit.

Stage Activity	RACI Responsibilities									
	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										
Assess 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	

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 32**

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 37**

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 38**

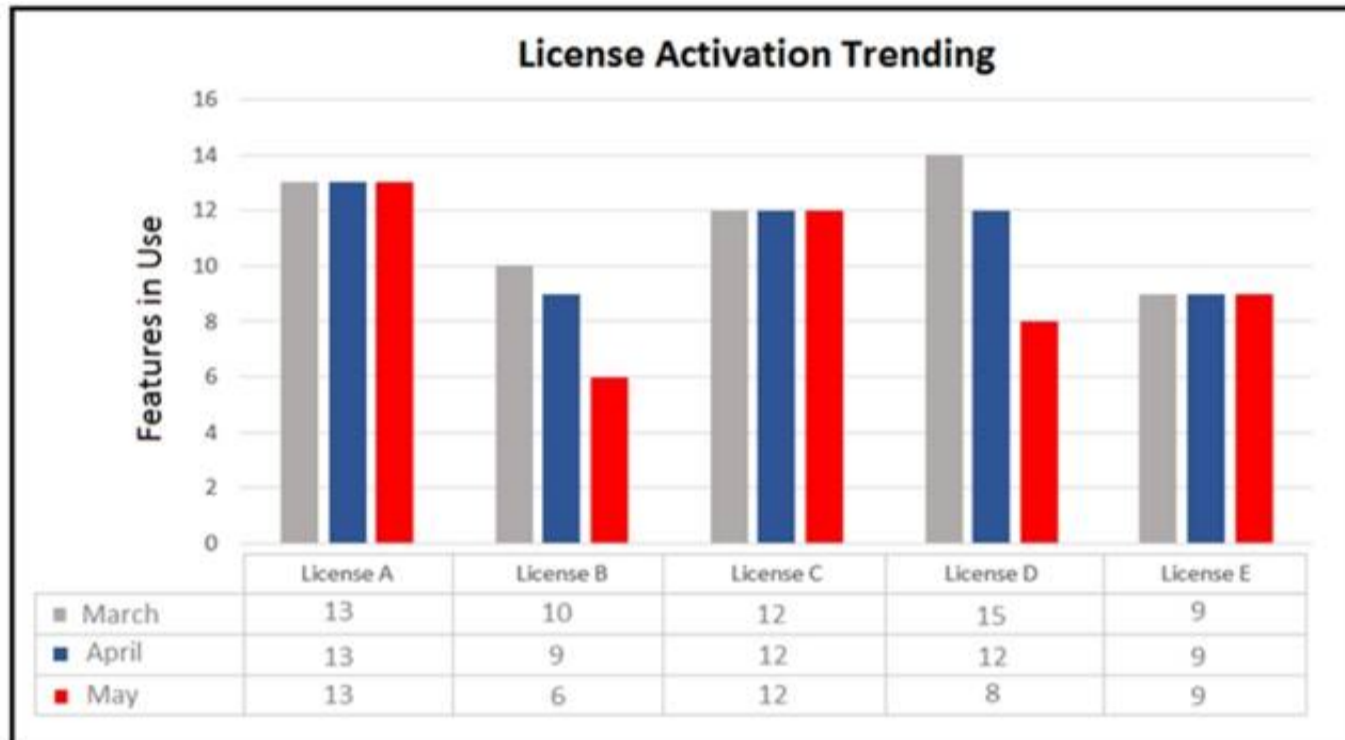
Customer A has 120,000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome 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 41**

Refer to the exhibit.



Which initial action does a Customer Success Manager take?

- A. Run analysis on all the license types used by the customer on all platforms
- B. Share the report with the customer point of contact for license types B and D and determine causes
- C. Provide trending information on license types B and D and share with all stakeholders
- D. Inform the Sales Account Manager to position a new version of licenses types B and D with additional features

Answer: C

**NEW QUESTION 42**

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 45**

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 48**

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 50**

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 54**

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 55**

What is the value proposition of customer success for customers?

- A. business vision support
- B. technical assistance prioritization
- C. external publicity
- D. incremental rewards

**Answer: A**

**NEW QUESTION 59**

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	<div style="border: 1px solid black; padding: 5px;"> <p style="margin: 0;">Demonstrates Value</p> <div style="border: 1px solid black; height: 25px; margin: 5px 0;"></div> <div style="border: 1px solid black; height: 25px; margin: 5px 0;"></div> <div style="border: 1px solid black; height: 25px; margin: 5px 0;"></div> <div style="border: 1px solid black; height: 25px; margin: 5px 0;"></div> </div>
cost of the adoption service	
desired business outcome	
baseline metrics / KPI	
customer testimonials	
expand opportunities	

- A. Mastered
- B. Not Mastered

**Answer: A**

**Explanation:**

Diagram Description automatically generated

**NEW QUESTION 63**

Which two results of a successful customer onboarding stage are the most important? (Choose two.)

- A. organization chart discussed
- B. account relationships identified
- C. desired business outcomes discussed
- D. stakeholders identified
- E. network diagrams discussed

**Answer: CD**

**NEW QUESTION 65**

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 67**

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 71**

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 74**

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:** CD

**NEW QUESTION 78**

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 79**

What is the purpose of targeted use cases?

- A. They highlight the product differentiation from a competitor.
- B. They define how a solution is applied to enable a desired outcome.
- C. They function without the purchase of additional services.
- D. They provide customers with ways to take advantage of additional features.

**Answer:** A

**NEW QUESTION 82**

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 84

Your client, the Director of IT Policy and Governance of Easternbank, has just informed you that the CIO is dissatisfied with the current level of utilization of the collaboration solution that was deployed 3 months ago. The client has requested a meeting to improve the situation. Which reports are critical to the success of the meeting?

- A. number of users registered, bandwidth utilization, number of training sessions user joined
- B. number of users registered, service logs, number of users
- C. number of users registered, number of meetings user initiated, number of meetings user joined
- D. network utilization, number of meetings user initiated, number of users

**Answer:** C

#### NEW QUESTION 85

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 90

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 95

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 99

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 102

How are operating expenses (OpEx) different from capital expenses (CapEx)?

- A. OpEx are investments a company pays for up-front, while CapEx are the on-going costs to run a business.
- B. OpEx includes software licenses with contracts that have user rights in perpetuity, while CapEx includes software services that are easily reconfigured.
- C. OpEx is expenses for the day-to-day operation of a business, while CapEx is investments in assets.
- D. OpEx has depreciation, while there is no deprecation with CapEx.

**Answer:** C

#### NEW QUESTION 104

Which two activities support Customer Success planning? (Choose two.)

- A. service ticket tracking
- B. adoption barrier identification
- C. quality control
- D. service delivery program management
- E. KPI tracking

Answer: BD

**NEW QUESTION 109**

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 114**

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 115**

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 117**

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 119**

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 120**

Which element evaluates a customer outcome?

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

Answer: A

**NEW QUESTION 123**

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 126**

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:



**NEW QUESTION 129**

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 132**

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 135**

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 140**

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 145**

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 150**

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 153**

What is the main objective of customer success?

- A. customer's return on investment
- B. known and unknown features of our product and solutions
- C. customer's reduction of risk
- D. outcomes customers are trying to achieve

**Answer:** D

**NEW QUESTION 154**

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 159**

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