Website: https://vceplus.com
VCE to PDF Converter: https://vceplus.com/vce-to-pdf/
Facebook: https://www.facebook.com/VCE.For.All.VN/
Twitter : https://twitter.com/VCE_Plus

820-605

Cisco Customer Success Manager

Version 1.0

Exam A

QUESTION 1

From a Customer Success perspective, which reason to monitor your customer's health is the most important?

A. It provides the opportunity to address any changes in the customer's experience or actions around the solution
B. It allows the customer to identify unused licenses so they can be addressed via a service improvement plan
C. Understanding your customer's health directly enables renewals
D. It gives the customer valuable insight so they can automatically renew critical on time

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.gainsight.com/customer-success-best-practices/how-to-score-customer-health/

QUESTION 2 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

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 3
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4 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 the next 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 quarterD. results from prior quarter, cover roadmap and promote new products, and confirm goals for next quarter

Correct Answer: C
Section: (none)

Explanation

Explanation/Reference:

QUESTION 5
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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://sixteenventures.com/improve-adoption

QUESTION 6
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

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7
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 issueD. No action is needed because the customer will probably renew and you can address the issue after the renewal

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8 Which of these is included in a
success plan?

A. confidential customer information
B. customer business outcomes
C. customer HR processes

D. services cost

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 9 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

Correct Answer: E
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10 What is a financial
implication of churn?

A. loss of revenue
B. increased production
C. reduced product utilization
D. contract expansion

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.clientsuccess.com/blog/true-cost-customer-churn-part-1/

QUESTION 11
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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 12
Which definition of customer success is true?
A. It is the business methodology of ensuring that customers achieve their expected and unexpected outcomes while using your product or service.

B. It is a business methodology for increasing recurring revenues by minimizing the risk of churn while driving adoption and expansion.

C. It is the business methodology of ensuring that customers are always on the latest software releases and subscription contracts so that they can focus on the core business activities that make them successful.

D. It is a measure of the Net Promoter Score that results from a disciplined engagement of sales, services, marketing, and customer success teams working seamlessly to deliver a positive experience for the customer.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.gainsight.com/guides/the-essential-guide-to-customer-success/

QUESTION 13 The customer wants to improve operational expenditure and reduce the C02 footprint of the organization. Which two business outcomes are critical to the company's success?
(Choose two.)

A. sustainability
B. credibility
C. time to market
D. business growth
E. cost efficiency

Correct Answer: AE
Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.tandfonline.com/doi/full/10.1080/17583004.2017.1386533

QUESTION 14 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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15 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

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:
QUESTION 16

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
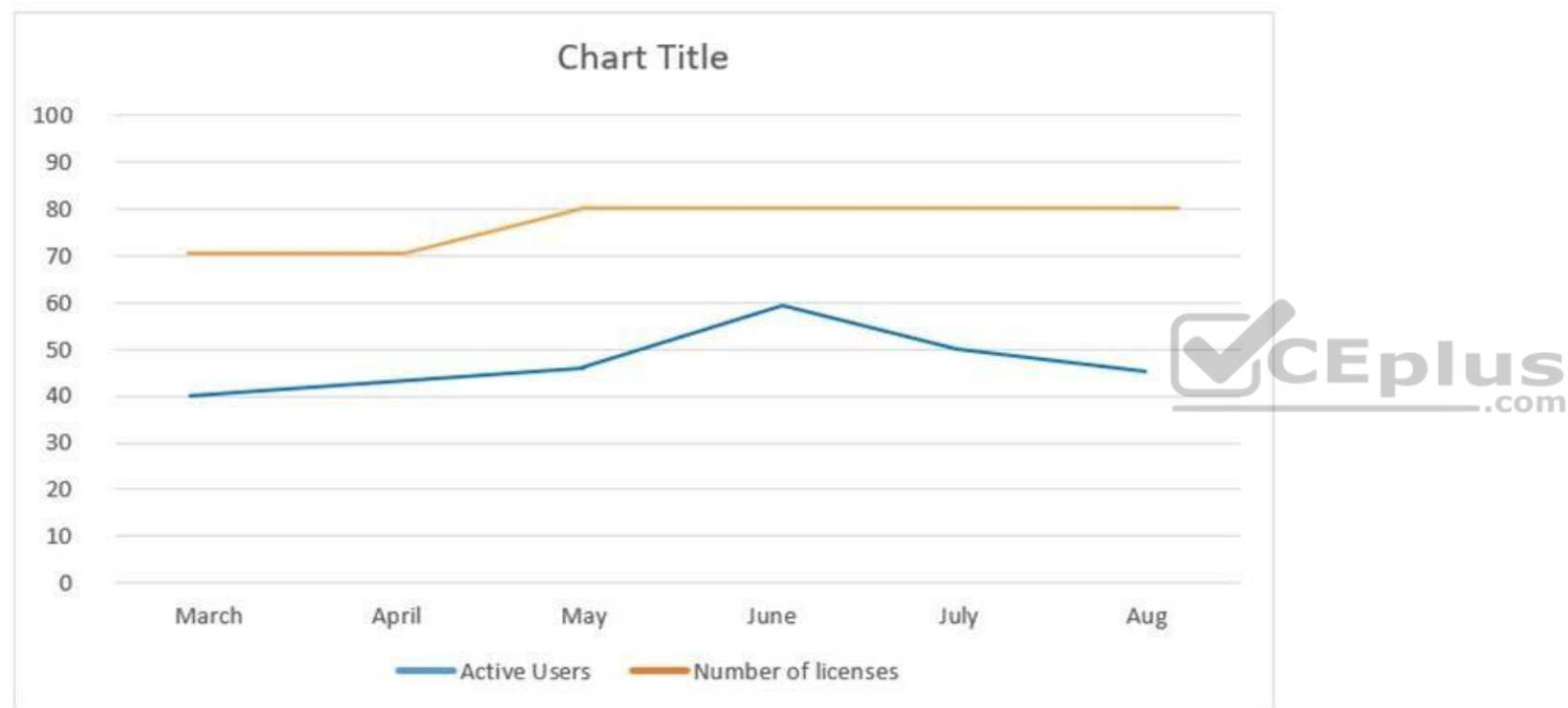C. prescriptive
D. predictive

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17
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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 18
Which statement describes the difference between customer success and customer sales?

A. Customer sales is about selling solutions to meet business needs. Customer success is about getting customers to utilize those solutions to get the value they intended.

B. 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.

C. 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.

D. Customer sales is about selling solutions to meet business needs. Customer success is about finding product opportunities for sales as the customer utilizes their current solution.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19 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.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://useriq.com/user-adoption-barriers/

QUESTION 20
You are a Customer Success Manager and have just been assigned a strategic new account. Which course of action is the best to help you prepare for the first 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. Build an understanding of your customer's business and market trends and priorities

D. Speak the internal contacts to understand the customer sentiment and outstanding escalations

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21
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 two main barriers to adoption does the customer face? (Choose two.)

A. technical barrier

B. cultural barrier

C. process barrier

D. product barrier

E. cost barrier

Correct Answer: CD
Section: (none)
Explanation
Explanation/Reference:

QUESTION 22 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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 23
DRAG DROP

Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

Select and Place:

Correct Answer:

Section: (none)
Explanation

Explanation/Reference:

QUESTION 24 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

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 25 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

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 26
DRAG DROP

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.

Select and Place:

Correct Answer:

Section: (none)
Explanation

Explanation/Reference:

QUESTION 27 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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 28
A customer's renewal is due in the next 6 months. Analytical data has been provided to the Customer Success Manager that shows customer usage over the last 12 months. Which two additional pieces of information are important prior to a meeting with the customer to discuss their adoption journey prior to the renewal? (Choose two.)

A. customer annual report and quarterly business reviews
B. sales account plan
C. detailed contract inventory
D. questions to validate the interpreted analytical data
E. support tickets reports and diagnostic information

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29
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

Correct Answer: C

Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.customersuccessmanager.com/blogs/the-consumption-gap

QUESTION 30 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

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31 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

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:
Reference: https://support.totango.com/hc/en-us/articles/206811036-Putting-Customer-Success-Campaigns-Into-Action

QUESTION 32 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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 33
Throughout the customer lifecycle, opportunities can occur that lead to customers becoming advocates for the Customer Success Manager's company. Which two opportunities can lead to advocacy? (Choose two.)

A. moments of success when the customer acknowledges progress
B. successful contract renewal

C. green health scores over intermittent time periods
D. continuing results based on unexpected value
E. results that are not measurable

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34 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

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 35 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

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 36 Which method is directly associated with evaluating a
customer outcome?

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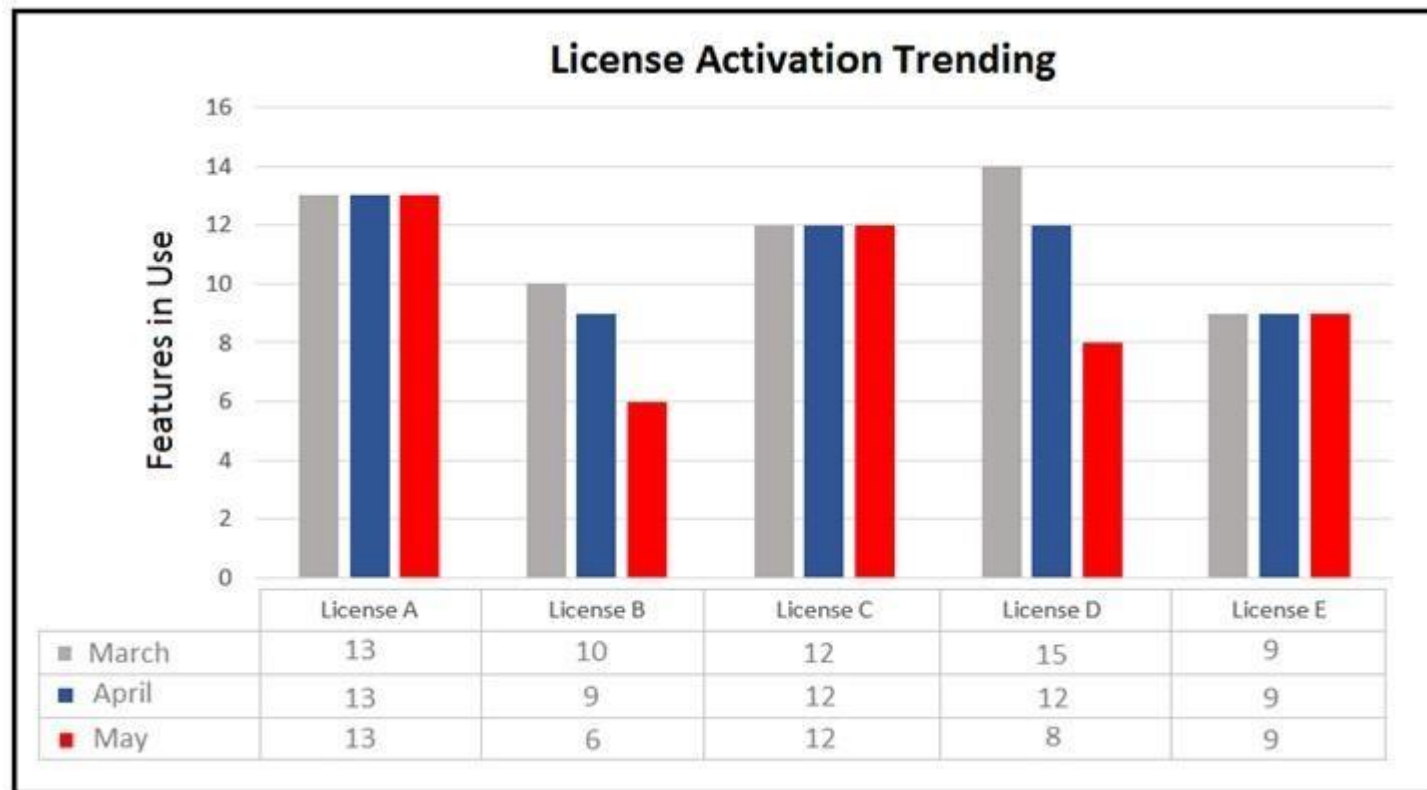C. metrics
D. benchmarks

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 37
Refer to the exhibit. Which initial action does a Customer Success Manager take?

License Activation Trending

	License A	License B	License C	License D	License E
■ March	13	10	12	15	9
■ April	13	9	12	12	9
■ May	13	6	12	8	9

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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 38 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 growthC. sustainability
D. cost efficiency

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
QUESTION 39
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 40 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 goalD. list of instructions that customer uses for their software

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 41
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 joinedD. network utilization, number of meetings user initiated, number of users

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 42 In which stage does the Customer Success Manager initially
validate stakeholders?

A. onboarding
B. deployment
C. utilization
D. purchase

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 43
Which key industry trend explains the need for companies to invest in a Customer Success practice and Customer Success Manager role?

A. Service organizations must evolve from a "break fix" business model to proactive and pre-emptive services that help prevent problems for customers before they arise and accelerate solution adoption. The CSM advises and professionalservices team on the best services to position.

B. IT budgets are shifting to line of business decision makers who want to understand the business outcomes from technology investments before they purchase. The CSM supports sales with use cases and testimonials for proposedsolutions.

C. IT is increasingly adopting new consumption models. In a subscription economy, customers can cancel subscriptions if business value and tangible outcomes are not realized. The CSM ensures that the customer's business outcomes areachieved with the shortest time to value.

D. The accelerated pace of innovation in the era of the Internet of Things confuses many customers. A CSM helps sales position the right technologies that will accelerate success for their business.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 44 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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 45
DRAG DROP

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.

Select and Place:

Correct Answer:

Section: (none)
Explanation

Explanation/Reference:

QUESTION 46 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

Correct Answer: CE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 47
Which expense is an operating expense (OPEX)?

A. payroll
B. computer equipmentC. software
D. office improvements

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 48 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

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49
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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
QUESTION 50
A large university has deployed a new IT solution designed to improve the overall student and staff experience. Which approach to measure success is the best?

A. Twice yearly student and staff surveys with two questions related to IT
B. Measure the number of complaints raised by students
C. Combination of tailored surveys and IT tools-based metrics
D. Implement staff Super Users to provide feedback

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference: