

# 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**

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 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 4**

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 growth
- C. sustainability
- D. cost efficiency

**Answer: A**

**NEW QUESTION 5**

Refer to the exhibit.

Utilization	Implement Score	Use Score	Engage Score	Adopt Score	Optimize Score
46	16	10	0	0	20

Implement	Use	Engage	Adopt	Optimize
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Details of Engage Score	
<b>ENGAGE 1</b>	
Score: 0	
USE ADVANCED SOFTWARE IMAGE MANAGEMENT FEATURES: N	
Source Input Type: MANUAL	
<hr/>	
<b>ENGAGE 2</b>	
Score: 0	
SCALE THE NETWORK INFRASTRUCTURE: N	
Source Input Type: AUTO	
LIC DVC SWTH GLDN IMG CNT	44
LIC DVC RTR GLDN IMG CNT	0
LIC DVC SWTH GLDN IMG PCT	
LIC DVC WLC GLDN IMG CNT	0
PURCHASED LIC QTY	171

Action Plan	Calculations
<b>Action Plan details:</b>	
<b>USE ADVANCED SOFTWARE IMAGE MANAGEMENT FEATURES - - &gt;</b>	
* Perform at least one ROMMON upgrade on a network device	
or	
* Perform one or more SMU upgrades on a network device	
<b>SCALE THE NETWORK INFRASTRUCTURE - - &gt;</b>	
* Ensure that at least 80% of your licensed devices are running Golden Images	

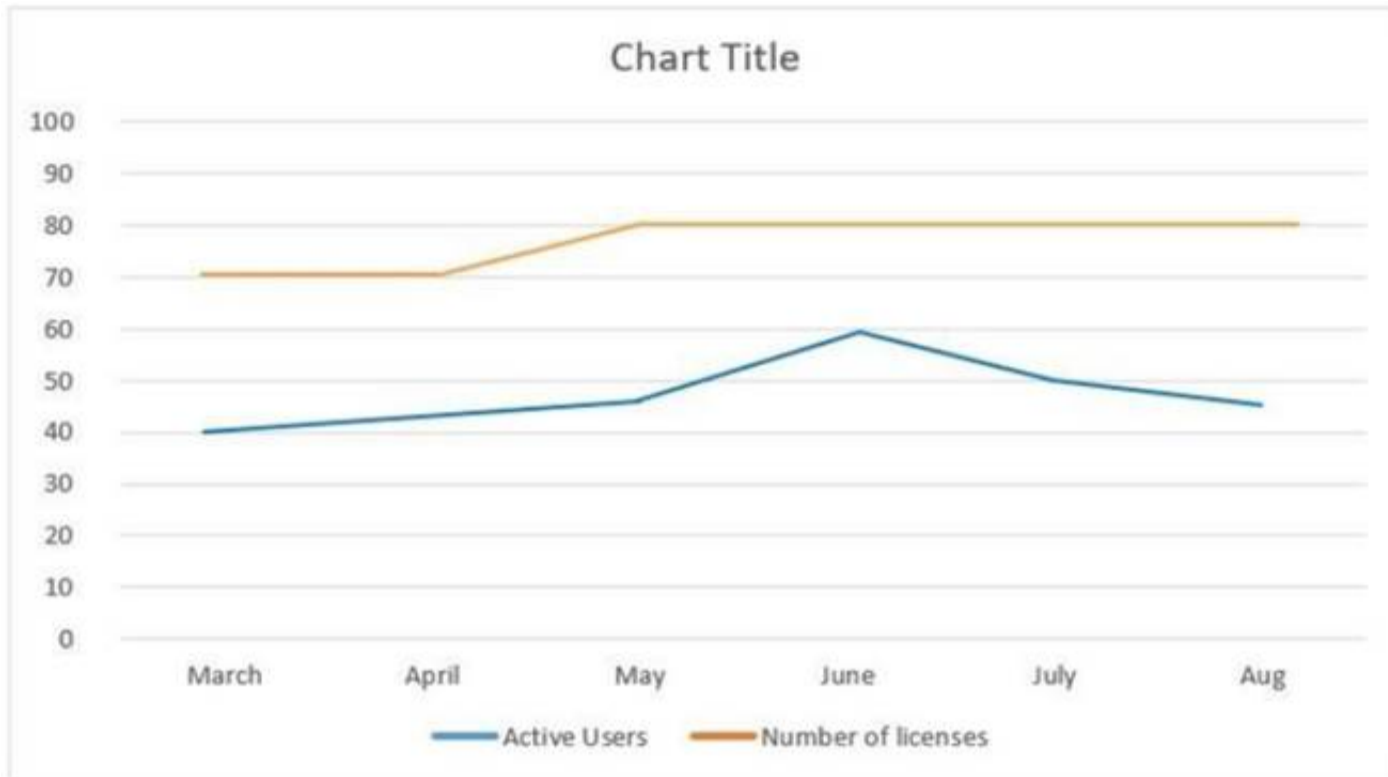
What does this health score indicate?

- 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 6**

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 7**

Refer to the exhibit.

Account Baseline		Stage and health						
Success Priorities	Solution	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
Drive cost down while improving operational efficiencies	Product A	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product B	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product C	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product D	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product E	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product F	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product G	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize

Based on the stage and health reflected, what must be the first priority of the success plan?

- A. Design and propose a discount on product G.
- B. Contact and collaborate with the individuals involved in the onboarding of product E.
- C. Offer and encourage the opportunity for the customer to participate in a success story for product F.
- D. Identify and document barriers that impact product C.

**Answer: D**

**NEW QUESTION 8**

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 9**

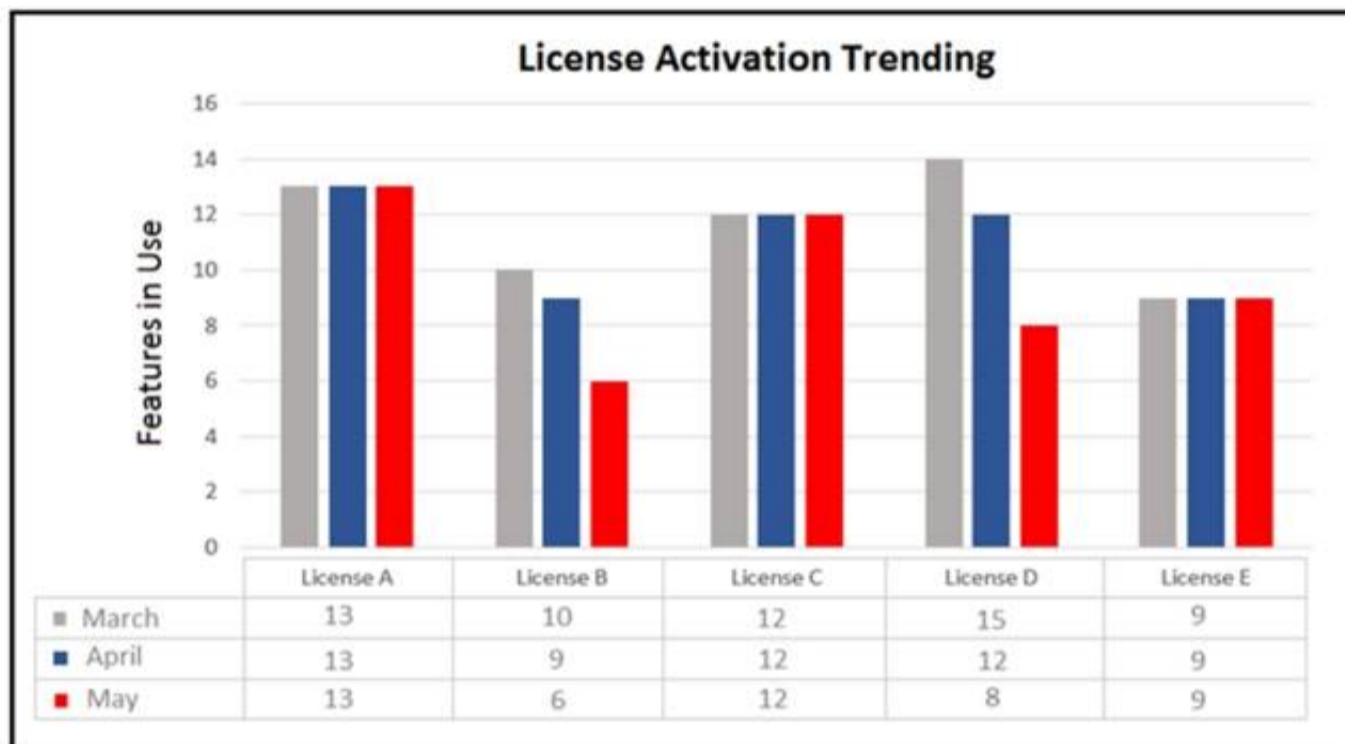
A Customer Success Manager was assigned a strategic new account. Which action prepares them for the customer introduction meeting?

- 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 10**

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 11**

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 12**

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 13**

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 14

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 15

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 16

Which activity reduces the risk of chum?

- A. providing a discount on renewal
- B. lowering the service level
- C. expanding the customer footprint
- D. educating on product features

Answer: C

#### NEW QUESTION 17

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 18

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 19

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.



Solution:



Does this meet the goal?

- A. Yes
- B. No

Answer: A

**NEW QUESTION 20**

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 21**

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