

820-605^{Q&As}

Cisco Customer Success Manager (DTCSM)

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QUESTION 1

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

QUESTION 2

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

QUESTION 3

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

Correct Answer: DE

QUESTION 4

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

Correct Answer: AE

QUESTION 5

What is a barrier to adopting software tools?

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

Correct Answer: A

QUESTION 6

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.

Correct Answer: A

QUESTION 7

Which stakeholder works directly with the customer executives to ensure that their business outcomes are aligned with and achieved using purchased solutions?

- A. Renewals Manager
- B. Product Sales Specialist
- C. Account Manager
- D. Customer Success Manager

Correct Answer: D

QUESTION 8

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: A

QUESTION 9

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

Correct Answer: C

QUESTION 10

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: B

QUESTION 11

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

Correct Answer: DE

QUESTION 12

- 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: C

QUESTION 13

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

Correct Answer: D

QUESTION 14

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

Correct Answer: BE

QUESTION 15

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: A
