

## Cisco.820-605.v2024-09-02.q104

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<b>Exam Name:</b>	Cisco Customer Success Manager
<b>Certification Provider:</b>	Cisco
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<b># of Questions views:</b>	1040
<a href="https://www.freepdfdumps.com/Cisco.820-605.v2024-09-02.q104.html">https://www.freepdfdumps.com/Cisco.820-605.v2024-09-02.q104.html</a>	

### NEW QUESTION: 1

Which term describes the gap between the features and functions customers purchases and the features and functions customers use?

- A. organizational
- B. capability
- C. consumption
- D. financial

**Answer: C** ([LEAVE A REPLY](#))

### NEW QUESTION: 2

Which activity reduces the risk of churn?

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

**Answer: D** ([LEAVE A REPLY](#))

### NEW QUESTION: 3

A client deployed a new collaboration solution six months ago. Utilization telemetry indicates only 60% of activated users are engaging with the solution. Which two actions should the Customer Success Manager recommend to the client? (Choose two.)

- A. Block all alternative chat and video collaboration systems.
- B. Conduct a survey to determine which collaboration solutions users are using.
- C. Encourage the customer to purchase updated endpoints.
- D. Have marketing write a blog post about the new solution.
- E. Advertise additional user training sessions throughout the organization.

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 4**

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. business growth
- C. sustainability
- D. cost efficiency
- E. credibility

**Answer: B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 5**

A Customer Success Manager must deliver high touch customer success experience. Which customer engagement model must be used?

- A. Utilize people to focus on the elite customers for a 1:1 or 1:few onsite customer success experience
- B. Utilize the service team to form a larger internal team to lead the engagement
- C. Utilize a digital engagement so all your customers experience the touch of customer success
- D. Utilize people to focus your customers in a 1:many customer success experience

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 6**

The customer has a new leadership team that expresses concern over the lack of adoption of a purchased solution. Which two activities must the Customer Success Manager initiate to mitigate this risk? (Choose two.)

- A. Evaluate the customer's expertise in managing the purchased solution.
- B. Review the original business case and reassess desired outcomes with the new leadership team.
- C. Create a new Health Index dashboard with the Sales team.
- D. Schedule Quarterly Business Review with the new leadership team.
- E. Examine solution pricing with the Renewals Manager.

**Answer: A,B ([LEAVE A REPLY](#))**

**NEW QUESTION: 7**

What is the customer success objective of a Quarterly Success Review?

- A. Introduce new products and services.
- B. Align work effort to outcomes.
- C. Create a success plan.
- D. Evaluate renewal contract.

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 8**

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. business growth
- C. cost efficiency
- D. credibility
- E. sustainability

**Answer: B,D (LEAVE A REPLY)**

**NEW QUESTION: 9**

Which scenario represents a use case expand opportunity?

- A. endpoint security solution extended to cover data center servers in addition to laptops
- B. solution management team adds headcount
- C. supplementary training sessions are organized on existing features
- D. usage KPIs are on target entering the fourth quarter

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 10**

Why should a customer's success be documented?

- A. to document roles and responsibilities for project management
- B. to provide awareness of the value achieved by the solution
- C. to provide expansion opportunities for the sales team
- D. to establish KPIs that measure success

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 11**

What are two examples of leveraging data to identify a customer barrier? (choose two)

- A. evaluating feedback from the customer operations team
- B. noting change in customer executive team
- C. consulting the health index
- D. reviewing installed base details
- E. providing training recommendations

**Answer: A,D (LEAVE A REPLY)**

**NEW QUESTION: 12**

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. successful contract renewal
- B. results that are not measurable

- C. continuing results based on unexpected value
- D. green health scores over intermittent time periods
- E. moments of success when the customer acknowledges progress

Answer: C,E ([LEAVE A REPLY](#))

**NEW QUESTION: 13**

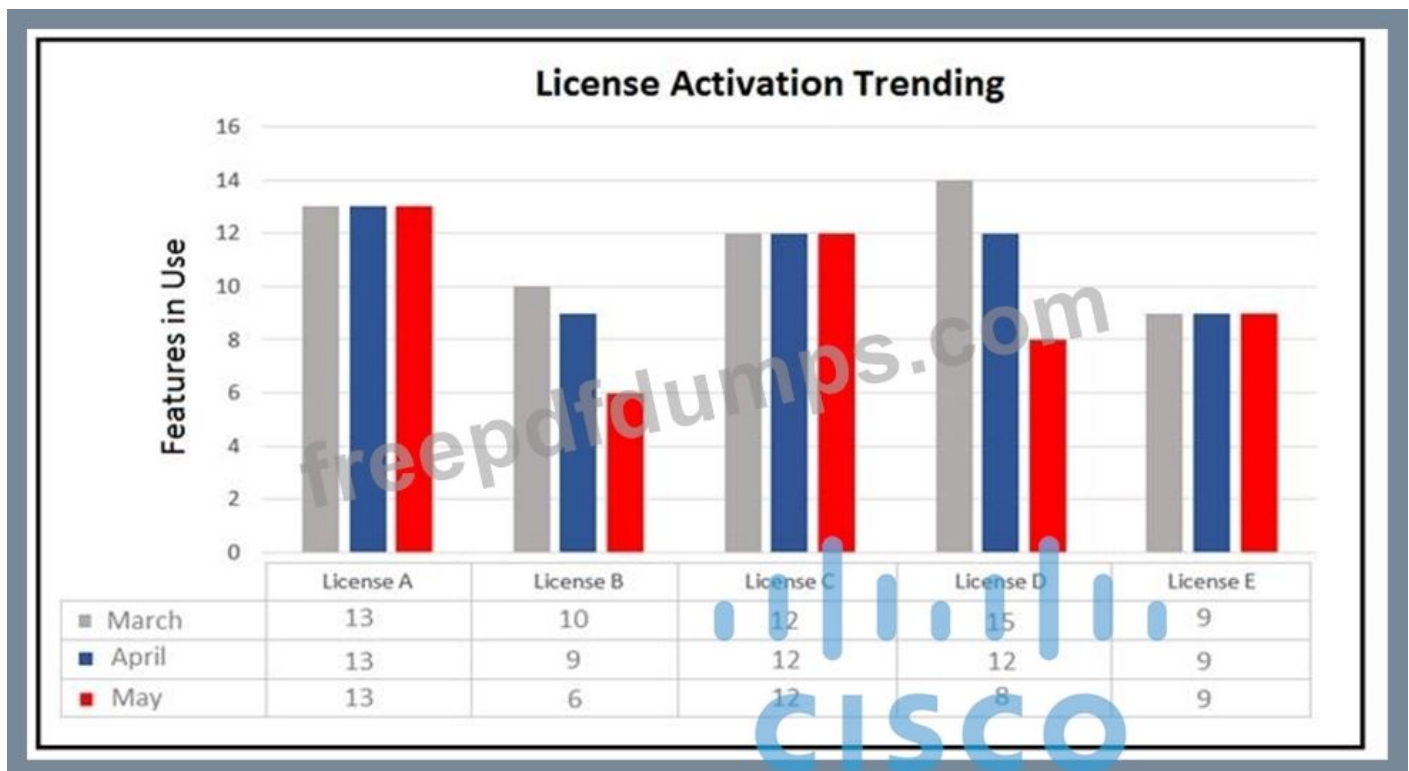
The customer purchased a solution with a specific use case in mind but has not yet expressed interest in additional use cases. Which two actions gain their commitment to add use cases? (Choose two.)

- A. Recognize tools that compete with the expansion opportunity and offer discounts to switch.
- B. Conduct a discovery session to uncover their additional pain points.
- C. Present case studies that outline the benefits they achieved and highlight compelling metrics.
- D. Identify target outcomes based on known challenges to demonstrate how a new use case could help achieve them.
- E. Provide additional training on the current use case to drive adoption.

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 14**

Refer to the exhibit.



Which initial action does a Customer Success Manager take?

- A. Share the report with the customer point of contact for license types B and D and determine causes
- B. Run analysis on all the license types used by the customer on all platforms
- 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: B (LEAVE A REPLY)**

**NEW QUESTION: 15**

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

**Answer: A,D (LEAVE A REPLY)**

**NEW QUESTION: 16**

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. Make the renewals manager aware that the one solution is not fully implemented but the other two are fine
- B. Investigate why the customer has not enabled the solution and work with the sales and renewals teams to address the issue
- C. Contact the services team and request that they reach out to the customer to address the solution
- D. No action is needed because the customer will probably renew and you can address the issue after the renewal

**Answer: B (LEAVE A REPLY)**

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**NEW QUESTION: 17**

Drag and Drop Question

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	

Answer:

business outcomes	key initiatives
confidential customer information	QSR review dates
customer financial statements	
detailed training plan	

**CISCO**

**NEW QUESTION: 18**

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. cost barrier
- C. process barrier
- D. product barrier
- E. cultural barrier

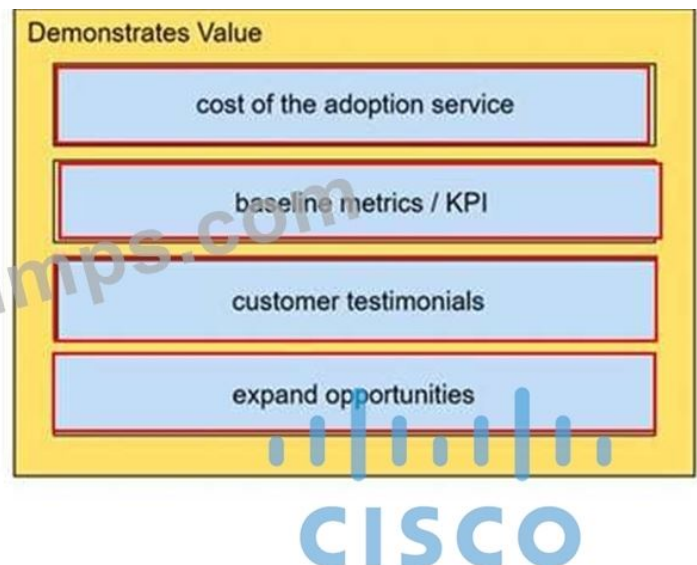
Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 19**

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.



Answer:



**NEW QUESTION: 20**

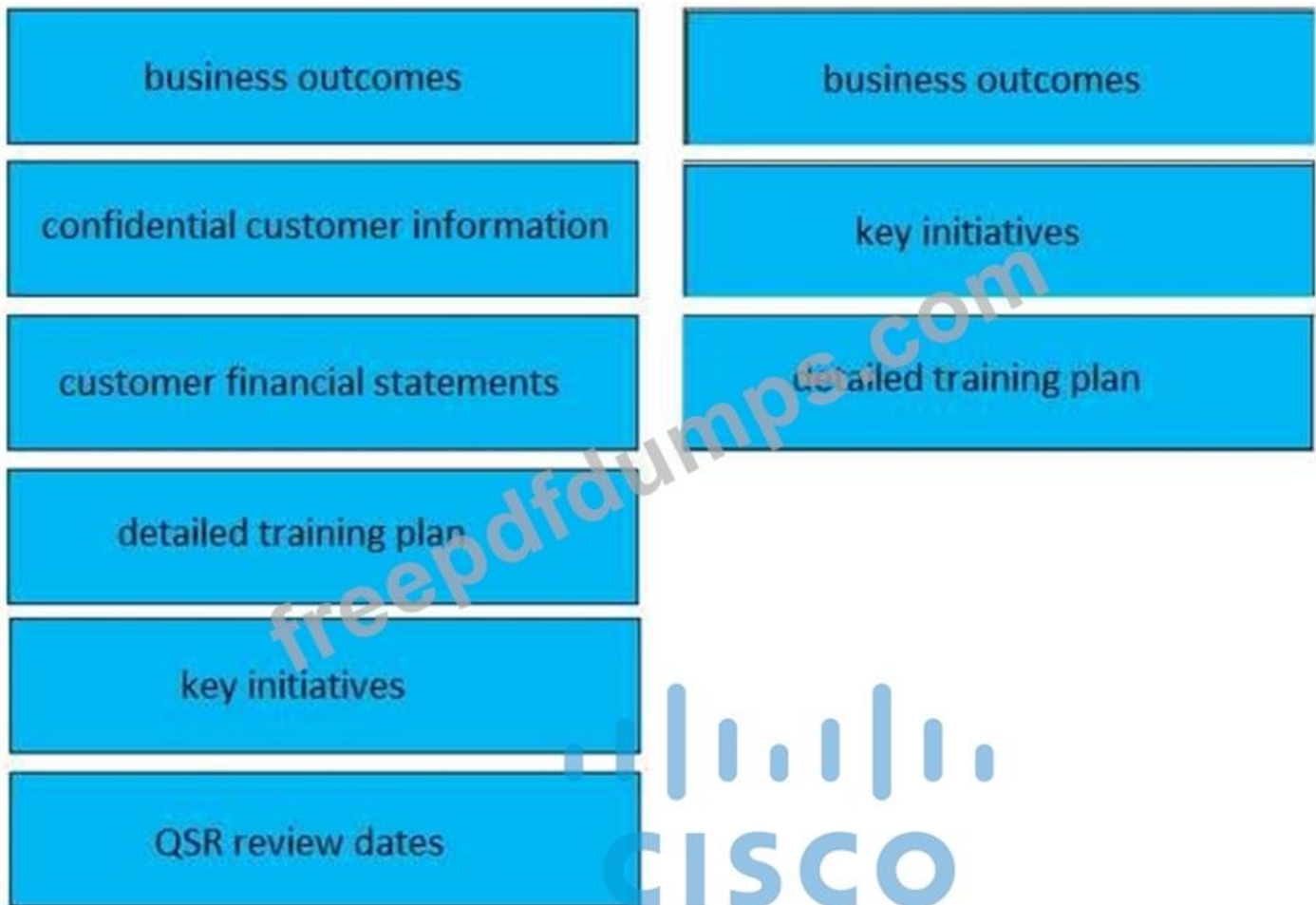
DRAG DROP

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

Select and Place:

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	

**Answer:**



**NEW QUESTION: 21**

Which two actions are critical when communicating with executives? (Choose two).

- A. Target executive priorities
- B. Focus on technical details.
- C. Focus on the value achieved.
- D. Keep services as a primary topic.
- E. Incorporate the sales team's plan.

**Answer: C,E (LEAVE A REPLY)**

**NEW QUESTION: 22**

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. No action is needed because the customer will probably renew and you can address the issue after the renewal
- B. Make the renewals manager aware that the one solution is not fully implemented but the other two are fine
- C. Contact the services team and request that they reach out to the customer to address the solution

D. Investigate why the customer has not enabled the solution and work with the sales and renewals teams to address the issue

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 23**

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

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

**Answer:** A ([LEAVE A REPLY](#))

**NEW QUESTION: 24**

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. Escalate the situation to your manager and request a customer visit to understand concerns and expectations.
- B. Communicate to the technical customer center and request that an expert contact the customer to discuss the purchased solution.
- C. 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.
- D. Engage the service delivery manager and request two days of free consultation for the customer.

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 25**

In which stage of the Customer Lifecycle does the Success Plan get updated for the first time?

- A. Use
- B. Adopt
- C. Implement
- D. Onboard

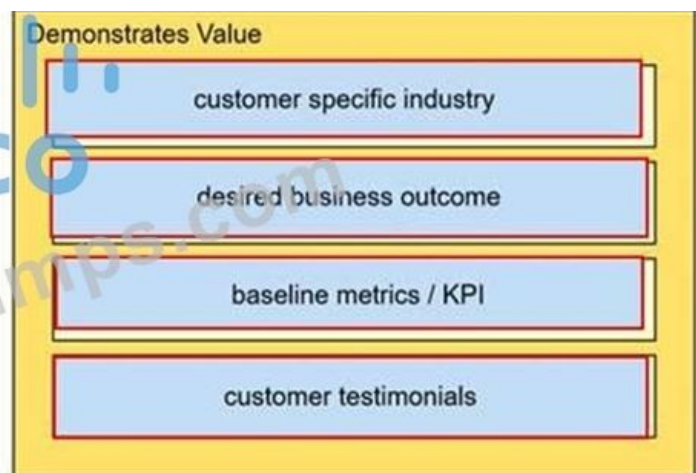
**Answer:** B ([LEAVE A REPLY](#))

**NEW QUESTION: 26**

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.



**Answer:**



**NEW QUESTION: 27**

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. purchase policy process
- B. business misalignment
- C. lack of common features
- D. lack of communication
- E. limited telemetry

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 28**

A customer is concerned that a lot of data is presented during quarterly business reviews, but not many insights. Which action resolves this issue?

- A. Explain the limitations of the available reports and offer options to provide input to develop new reports.
- B. Appoint a customer representative to review the data and give specific suggestions.
- C. Agree on a set of metrics and share the results and trend lines with recommendations for improvement.
- D. Provide the customer with access to the raw data to enable them to develop their own insights.

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 29**

Refer to the exhibit. Which action should the Customer Success Manager take to improve the health index of Company B?

Customer Name	Health Index	Utilization Score	Quality Score	Sentiment Score	Financial Score
Company A	72	64	72	55	61
Company B		58	55	49	29
Company C	61	55	70	83	67

- A. Provide recommendations for training and offer scripts for learning products.
- B. Observe the net promoter scores and how likely the customer is to create a success story.
- C. Analyze annual recurring revenue growth and reduce renewal risks associated with technology.
- D. Perform a marketing campaign and design a roadmap of new products.

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 30**

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

**Answer: A,C (LEAVE A REPLY)**

**NEW QUESTION: 31**

The customer wants to increase their market share and protect brand reputation. Which two business outcomes are critical to the company's success? (Choose two )

- A. cost efficiency
- B. risk management
- C. credibility
- D. sustainability
- E. business growth

**Answer: C,E ([LEAVE A REPLY](#))**

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#### **NEW QUESTION: 32**

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 ([LEAVE A REPLY](#))**

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

#### **NEW 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. continuing results based on unexpected value
- B. green health scores over intermittent time periods
- C. successful contract renewal
- D. moments of success when the customer acknowledges progress
- E. results that are not measurable

**Answer: C,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 34**

What is the value proposition of customer success for customers?

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

**Answer: D** ([LEAVE A REPLY](#))

**NEW QUESTION: 35**

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

**Answer: A,B** ([LEAVE A REPLY](#))

**NEW QUESTION: 36**

What is the order of the key elements of process improvement for Customer Success?

- A. analyze, define, measure, control, improve
- B. measure, define, analyze, control, improve
- C. define, measure, analyze, improve, control
- D. define, analyze, measure, improve, control

**Answer: C** ([LEAVE A REPLY](#))

**NEW QUESTION: 37**

In which lifecycle stage would a lack of skilled resources be identified as a barrier?

- A. early-stage adoption
- B. solution renewal
- C. late-stage adoption
- D. sales proof of concept

**Answer: A** ([LEAVE A REPLY](#))

**NEW QUESTION: 38**

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	

**Answer:**

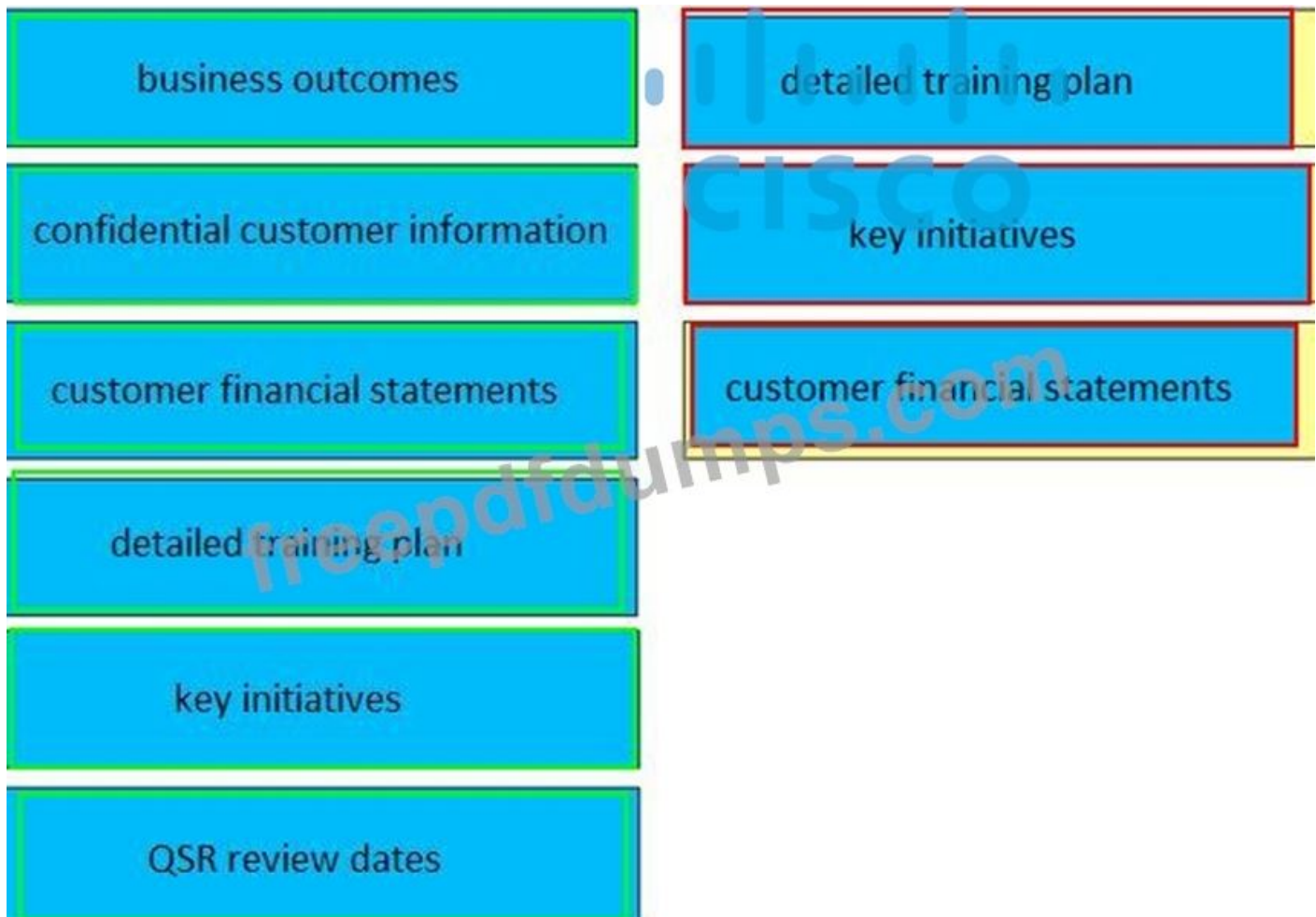
business outcomes	detailed training plan
confidential customer information	key initiatives
customer financial statements	confidential customer information
detailed training plan	
key initiatives	
QSR review dates	

**NEW QUESTION: 39**

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



**Answer:**



**NEW QUESTION: 40**

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.** Build an understanding of your customer's business and market trends and priorities

- B. Speak the internal contacts to understand the customer sentiment and outstanding escalations
- C. Engage with the account team to understand the expansion opportunities
- D. Perform a deep analysis of all the sales orders to the past 24 months

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 41**

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. business
- B. operational
- C. data
- D. technical

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 42**

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. Have the CSM define how value should be measured at the end of the contract period.
- B. Engage a third-party mediator to develop contract goals and evaluate the objectives at regular intervals.
- C. Adopt a lifecycle approach with a proactive review of service performance against KPIs.
- D. Have the CIO define a clear IT strategy and implement the suggestions immediately.

**Answer: C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 43**

A Customer Success Manager was assigned a strategic new account.

Which action prepares them for the customer introduction meeting?

- A. Speak the internal contacts to understand the customer's priorities and sentiment.
- B. Engage with the account team to understand the expansion opportunities.
- C. Perform a deep analysis of all the sales orders to the past 24 months.
- D. Document customer's current technical escalations.

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 44**

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. 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
- B. Engage the service delivery manager and request two days of free consultation for the customer
- C. Escalate the situation to your manager and request a customer visit to understand concerns and expectations
- D. Communicate to the technical customer center and request that an expert contact the customer to discuss the purchased solution

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 45**

Which analysis model is used to better understand the customer business environment?

- A. dashboard
- B. SWOT
- C. RACI
- D. renewal contract

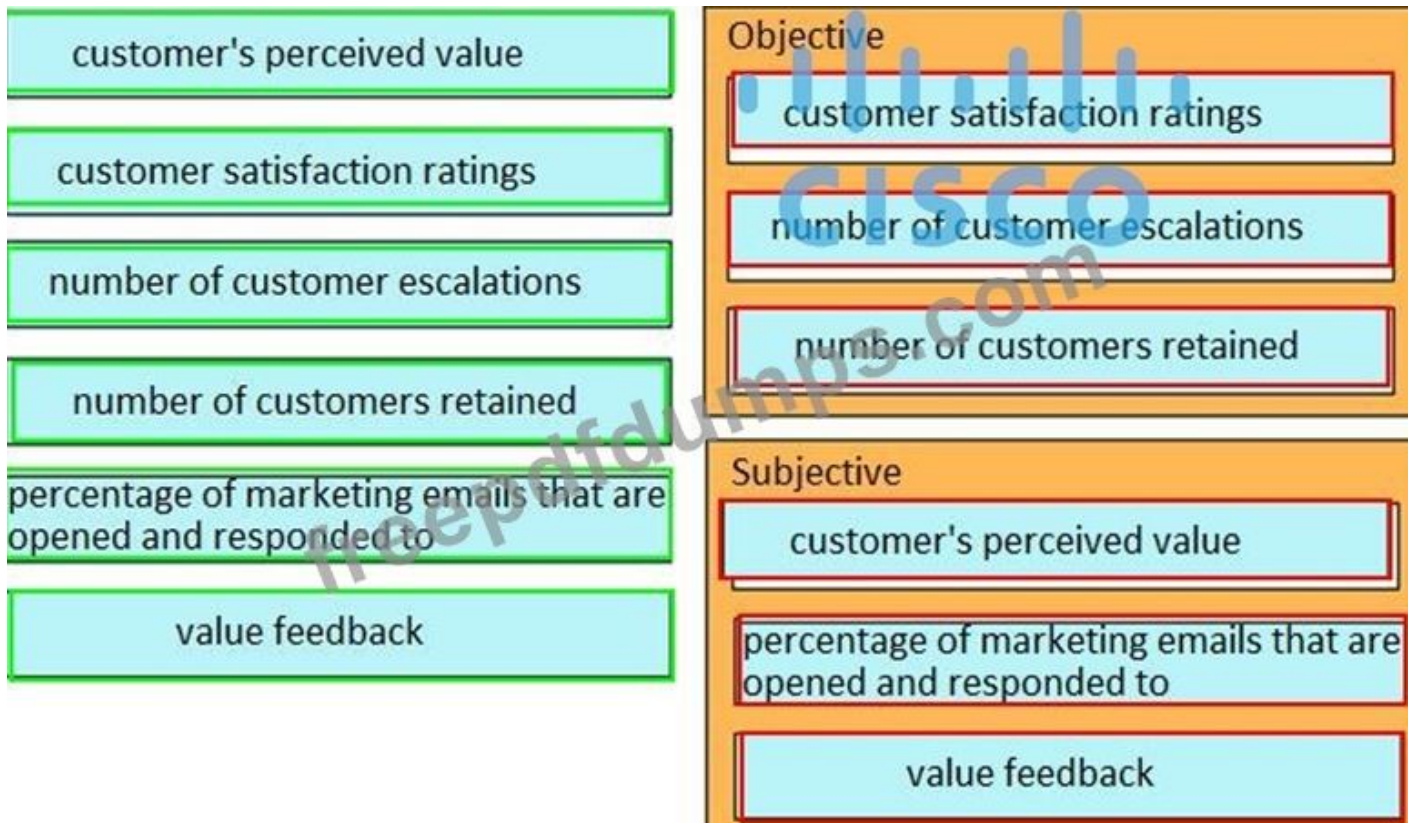
**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 46**

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.

customer's perceived value	Objective <input type="text"/> <input type="text"/> <input type="text"/>
customer satisfaction ratings	
number of customer escalations	
number of customers retained	Subjective <input type="text"/> <input type="text"/> <input type="text"/>
percentage of marketing emails that are opened and responded to	
value feedback	

**Answer:**



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**NEW QUESTION: 47**

Which sources should be used to uncover customer barriers?

- A. observation, conversation, data
- B. data, health score, intuition
- C. intuition, observation, data
- D. conversation, data, health score

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 48**

Refer to the exhibit. What does this health score indicate?

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

Implement	Use	Engage	Adopt	Optimize
-----------	-----	--------	-------	----------

**Details of Engage Score**

**ENGAGE 1**  
Score: 0  
**USE ADVANCED SOFTWARE IMAGE MANAGEMENT FEATURES: N**  
Source Input Type: MANUAL

---

**ENGAGE 2**  
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

**Action Plan details:**

**USE ADVANCED SOFTWARE IMAGE MANAGEMENT FEATURES - - >**  
\* Perform at least one ROMMON upgrade on a network device  
or  
\* Perform one or more SMU upgrades on a network device

**SCALE THE NETWORK INFRASTRUCTURE - - >**  
\* Ensure that at least 80% of your licensed devices are running Golden Images



- A. The customer needs to purchase more licenses.
- B. The customer is unlikely to renew this license.
- C. The customer is unlikely to advocate for this product.
- D. The customer needs to consume more of this product.

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 49**

Which type of analytics has telemetry that demonstrates the customer's use of the software and actions to date?

- A. predictive
- B. descriptive
- C. prescriptive
- D. diagnostic

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 50**

Which method is directly associated with evaluating a customer outcome?

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

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 51**

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

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 52**

What is Quarterly Success Review?

- A. a conversation that outlines key initiatives that are agreed upon in the success plan.
- B. technical analysis that outlines the implementation plan and adoption barriers.
- C. gap analysis that focuses on the state of the customer's current architecture.
- D. new success plan that focuses on the upcoming goals for the customer.

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 53**

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. prescriptive
- C. diagnostic
- D. predictive

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 54**

What defines customer success?

- A. the business methodology of ensuring that customers achieve their expected and unexpected outcomes while using the product or service.
- B. the business methodology for increasing recurring revenues by minimizing the risk of churn while driving adoption and expansion.
- C. a measure of the Net Promoter Score resulting from a disciplined engagement of sales, services, marketing, and customer success teams working seamlessly together to deliver a positive experience.
- D. the business methodology of ensuring that customers are always on the latest software releases and subscription contracts so customers can focus on core business activities.

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 55**

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

- A.** 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 proposed solutions.
- B.** 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.
- C.** 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 the professional services team on the best services to position.
- D.** IT is increasingly adopting new consumption models In a subscription economy, customers can cancel subscriptions if business value and tangible outcomes are not realised The CSM ensures that the customer's business outcomes are achieved with the shortest time to value.

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 56**

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

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

**Answer:** **A** ([LEAVE A REPLY](#))

**NEW QUESTION: 57**

Which element of the renewal risk analysis is associated with a customer's requests to maintain existing pricing?

- A.** competitive differentiation
- B.** customer budget
- C.** value realization
- D.** adoption barriers

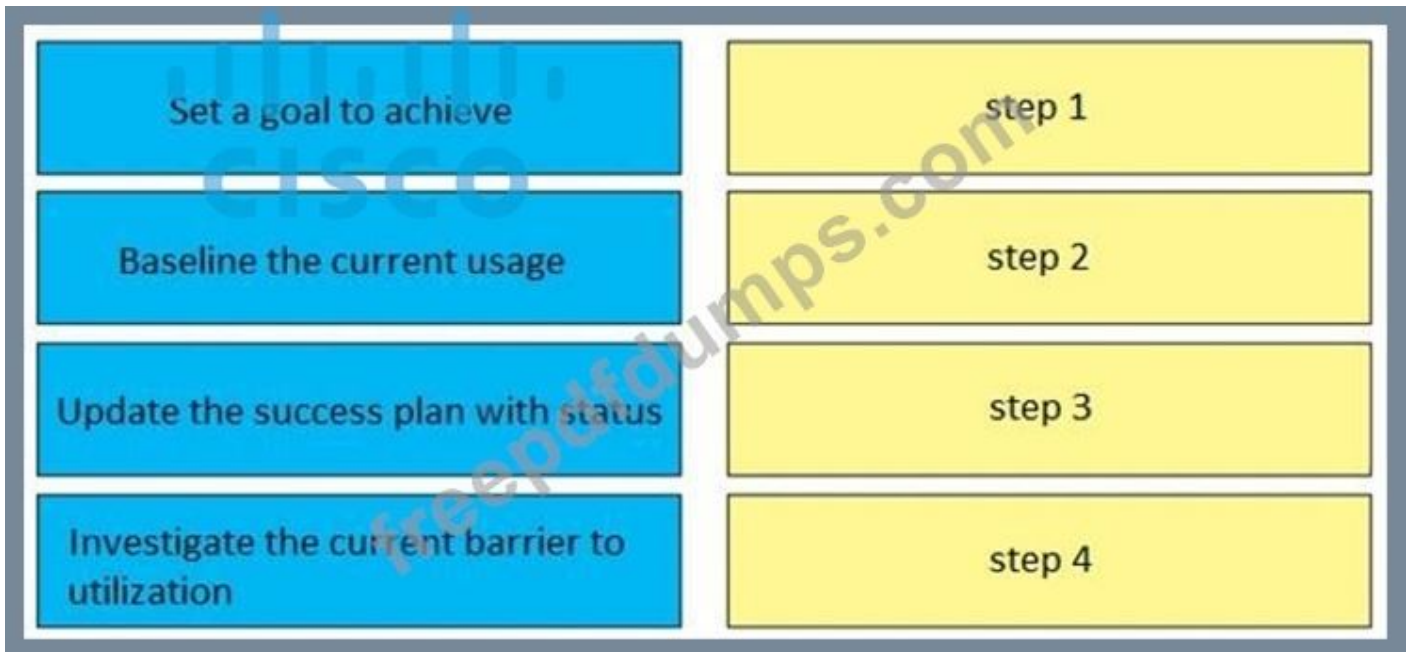
**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 58**

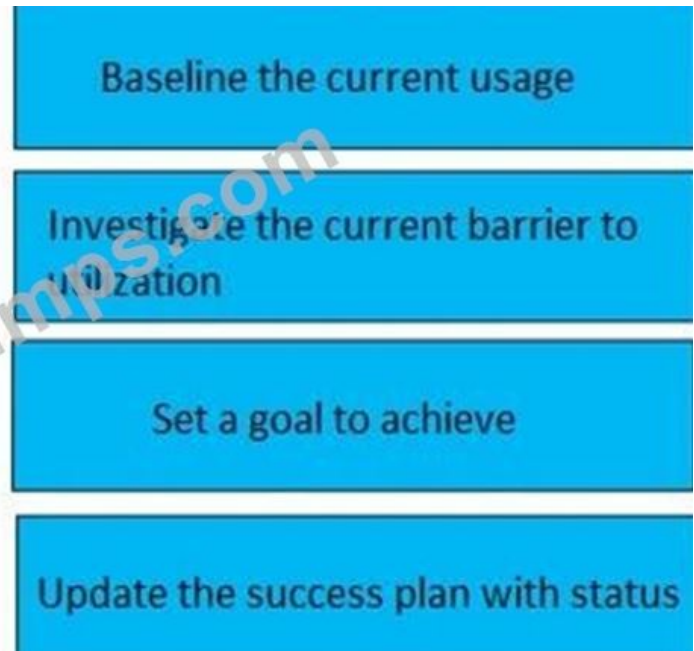
Drag and Drop Question

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.



Answer:



**NEW QUESTION: 59**

Which element evaluates a customer outcome?

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

Answer: D ([LEAVE A REPLY](#))

**NEW QUESTION: 60**

Which two actions should the Customer Success Manager take throughout the quarter to support their customer? (Choose two.)

- A. Review and update the success plan for ongoing activities

- B. Join the sales and marketing strategy meetings
- C. Observe the online image of the customer
- D. No action is necessary as long as the health index is green
- E. Manage the service issues and escalations

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 61**

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. service introduction to confirm that they know how to submit service issues at the go live
- B. Quarterly Success Review build and delivery
- C. additional features that will align with the business outcomes
- D. customer's stakeholders and their business outcomes
- E. initial user group identified and their use cases confirmed

**Answer:** A,D ([LEAVE A REPLY](#))

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**NEW QUESTION: 62**

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. OPEX KPIs that define the operational costs of the company
- D. IT services KPIs for operations

**Answer:** A ([LEAVE A REPLY](#))

**NEW QUESTION: 63**

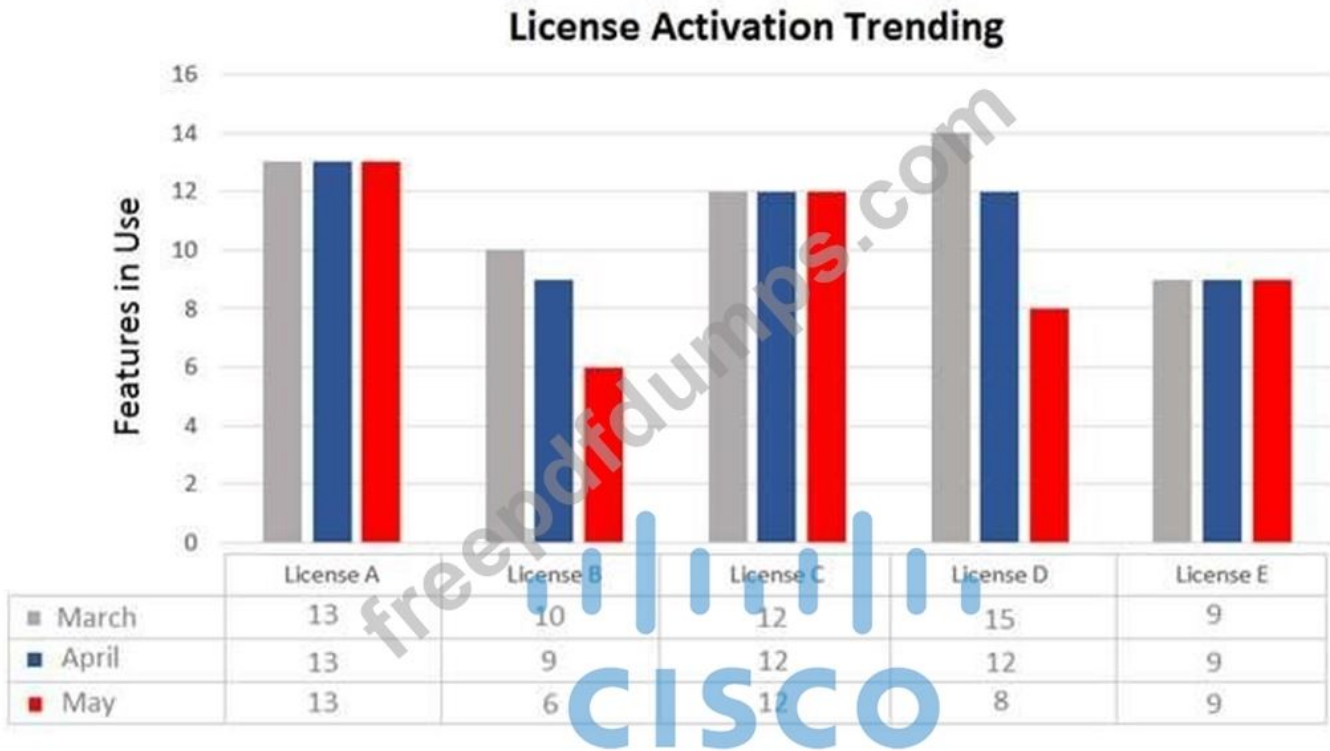
What is the value proposition of customer success for customers?

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

**Answer:** B ([LEAVE A REPLY](#))

**NEW QUESTION: 64**

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



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

**Answer: B** ([LEAVE A REPLY](#))

**NEW QUESTION: 65**

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

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

**Answer: A** ([LEAVE A REPLY](#))

**NEW QUESTION: 66**

Which action should a Customer Success Manager take when the product utilization score is not improving?

- A. Contact the product operations team to review the telemetry and offer insights to the customer.
- B. Review the support case history to identify product quality or customer education issues.
- C. Conduct customer interviews to understand current adoption barriers and develop a solution plan.
- D. Engage the sales team to upsell the solution and offer options and product diversity to the customer.

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 67**

What is the main objective of customer success?

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

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 68**

Which outcome is the best that a Customer Success Manager can achieve for a customer?

- A. removing barriers so the customer achieves the fastest time to value possible from the solution they purchased
- B. full adoption of all the technologies the customer purchased
- C. adoption of all the licenses and features the customer purchased leading to expansion to improve the customers' business
- D. ensuring the customers deployment teams and end users are trained and ready to adopt the technology

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 69**

At which lifecycle stage does the Customer Success Manager identify the solution purchased?

- A. Implement
- B. Purchase
- C. Onboard
- D. Select

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 70**

Refer to the exhibit. What does this health score indicate?

- A. The customer is unlikely to advocate for this product.
- B. The customer is unlikely to renew this license.
- C. The customer needs to purchase more licenses.
- D. The customer needs to consume more of this product.

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 71**

What are two barriers to adoption within an organization? (Choose two.)

- A. agile development model
- B. solution implemented by partner
- C. centralized IT organization
- D. inadequate knowledge and skills
- E. organizational silos

**Answer: D,E ([LEAVE A REPLY](#))**

**NEW QUESTION: 72**

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. purchase policy process
- B. business misalignment
- C. lack of common features
- D. lack of communication
- E. limited telemetry

**Answer: C,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 73**

As a Customer Success Manager, what is the most important metric to uncover during onboarding?

- A. benefit
- B. customer relationship
- C. value
- D. cost

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 74**

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. Build an understanding of your customer's business and market trends and priorities.
- B. Perform a deep analysis of all the sales orders for the past 24 months.
- C. Engage with the account team to understand the expansion opportunities.
- D. Speak with internal contacts to understand the customer sentiment and outstanding escalations.

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 75**

What is a barrier to adopting software tools?

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

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 76**

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

**Answer: B,C ([LEAVE A REPLY](#))**

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**NEW QUESTION: 77**

Which two outcomes are the goals of the initial customer meeting to onboard the customer into customer success? (Choose two )

- A. agreement of key stakeholders
- B. scheduling of Quarterly Success Review
- C. review of product roadmap
- D. confirmation of customer business outcomes
- E. completion of customer training

**Answer: A,E ([LEAVE A REPLY](#))**

**NEW QUESTION: 78**

Refer to the exhibit.



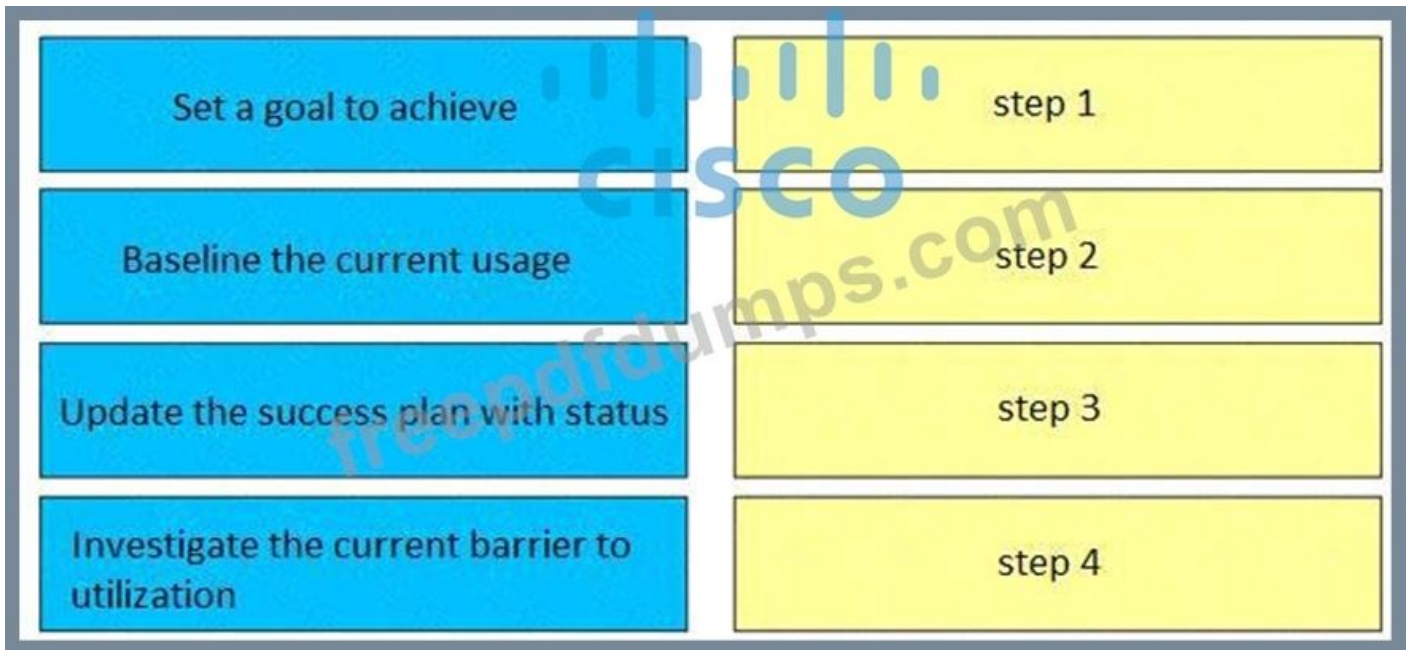
Which initial action does a Customer Success Manager take?

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

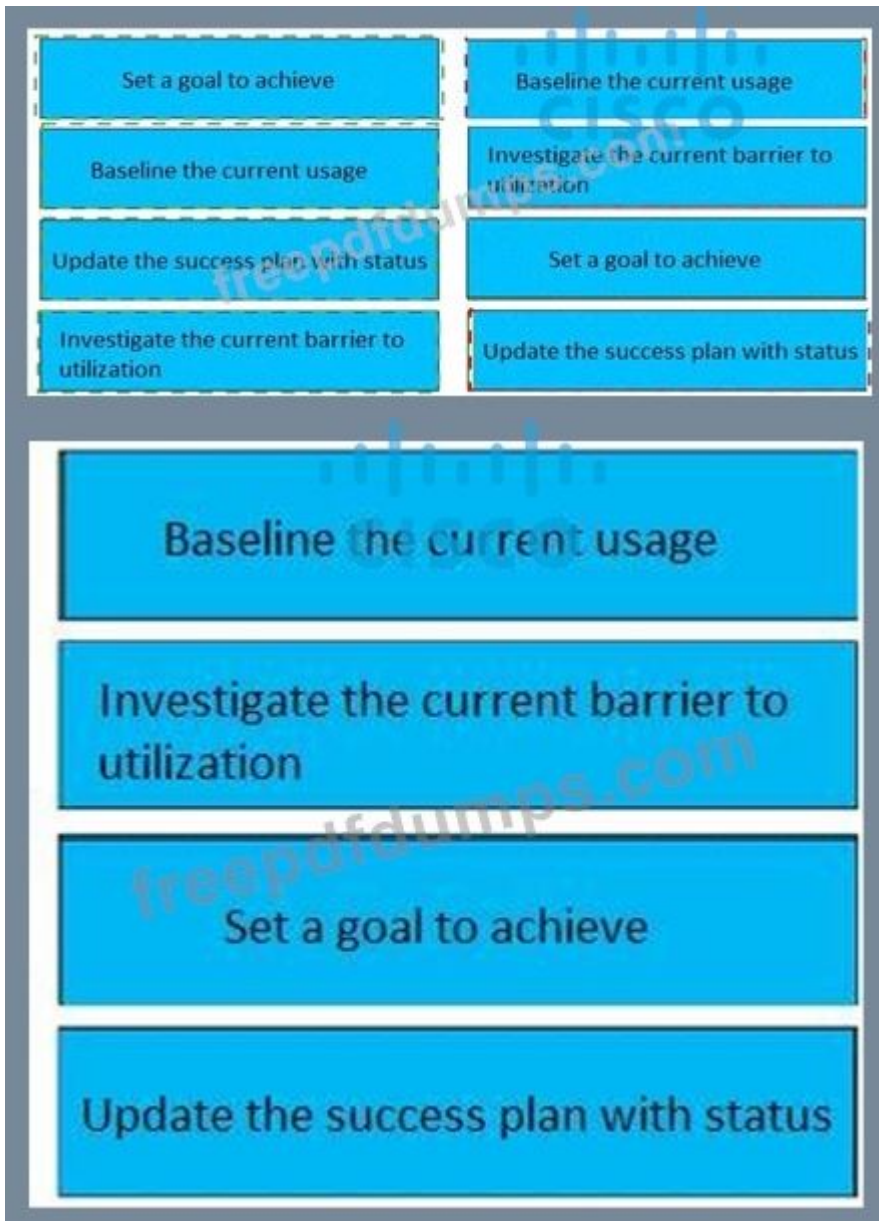
**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 79**

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.



Answer:



**NEW QUESTION: 80**

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. cost barrier
- B. product barrier
- C. technical barrier
- D. cultural barrier
- E. process barrier

**Answer: C,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 81**

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, cover roadmap and promote new products, and confirm goals for next quarter
- C. results from prior quarter, services delivered, issues and open services cases, and confirm goals for next quarter
- D. results from prior quarter, agreed actions completed, benchmarking with the market, and confirm goals for next quarter

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 82**

Which definition of customer success is true?

- A. 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.
- B. 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.
- C. It is the business methodology of ensuring that customers achieve their expected and unexpected outcomes while using your product or service.
- D. It is a business methodology for increasing recurring revenues by minimizing the risk of churn while driving adoption and expansion.

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 83**

Which two steps in the customer lifecycle approach are owned by the sales and marketing team?

(Choose two)

- A. Deployment
- B. Adoption
- C. Awareness
- D. Evaluation
- E. Experience

**Answer: C,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 84**

A customer purchased 500 licenses for its cloud-based collaboration solution. During a customer meeting, they complain to the Customer Success Manager that they cannot verify who and how the licenses are being used. Which two types of adoption barriers are occurring? (Choose two.)

- A. platform
- B. people
- C. tools
- D. process
- E. application

**Answer: B,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 85**

What is a financial implication of churn?

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

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 86**

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 finding product opportunities for sales as the customer utilizes their current solution.

**B.** 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.

**C.** 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.

**D.** 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.

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 87**

Which Key Performance Indicators contribute to customer value achievements?

- A. profit and risk reduction
- B. product, services, and sales
- C. employee usage and training volume
- D. cost, time, and customer satisfaction

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 88**

In which lifecycle stage would a lack of skilled resources be identified as a barrier?

- A. solution renewal
- B. late-stage adoption
- C. sales proof of concept
- D. early-stage adoption

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 89**

What is an objective of the Customer Success Manager?

- A. help customers recognize the self-service model
- B. train customers to ensure they understand the full capabilities of the solution
- C. make decisions on behalf of the customer to reduce time to value
- D. solve customer problems to attain business outcomes

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 90**

Which two outcomes are expansion opportunities within customer success? (Choose two )

- A. purchase of a new solution
- B. deployment of solution
- C. expansion of solution features
- D. renewal of solution subscription
- E. expansion of solution services

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 91**

Which two outcomes are expansion opportunities within customer success? (Choose two.)

- A. expansion of solution features
- B. deployment of solution
- C. expansion of solution services
- D. renewal of solution subscription

E. purchase of a new solution

**Answer: A,C ([LEAVE A REPLY](#))**

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#### **NEW QUESTION: 92**

Throughout the customer life-cycle, 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. continuing results based on unexpected value
- B. moments of success when the customer acknowledges progress
- C. green health scores over intermittent time periods
- D. successful contract renewal
- E. results that are not measurable

**Answer: A,C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 93**

Which method is directly associated with evaluating a customer outcome?

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

**Answer: ([SHOW ANSWER](#))**

One way that we can deliver value to this individual is by sharing industry best practices around the use of our solution set as well as benchmark data on how their organization is performing versus industry peers.

#### **NEW QUESTION: 94**

What is the best reason for documenting your customer's success?

- A. To provide expansion opportunities for your sales team.
- B. To document roles and responsibilities for your project management.
- C. To provide awareness Of the value achieved by the customer's purchased solution.
- D. To establish KPI'S that measure the success of your company's business.

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 95**

What is a consideration in evaluating readiness for adoption?

- A. Review customer acceptance test plan.
- B. Validate that all required items have been purchased.
- C. Identify potential accelerators that could optimize performance.
- D. Identify features or functions that are not deployed or underutilized.

**Answer: A** ([LEAVE A REPLY](#))

**NEW QUESTION: 96**

What are two drivers for Customer Success? (Choose two)

- A. The customer receives training for new products and services.
- B. The customer gives feedback about the purchased product.
- C. The mature and fully deployed solution is running in production.
- D. The customer trusts that Cisco support will solve any issues.
- E. The customer recognizes the value of initial use case implementations.

**Answer: A,E** ([LEAVE A REPLY](#))

**NEW QUESTION: 97**

What are two customer advantages of purchasing subscription licenses? (Choose two.)

- A. It provides the customer with a pay per use model.
- B. It creates high aftermarket resale value.
- C. The customer can discontinue the subscription if value is not realized.
- D. It enables software providers to control customer consumption.
- E. Software maintenance is offered through a separate contract.

**Answer: A,C** ([LEAVE A REPLY](#))

**NEW QUESTION: 98**

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** ([LEAVE A REPLY](#))

**NEW QUESTION: 99**

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. detailed contract inventory
- C. questions to validate the interpreted analytical data
- D. support tickets reports and diagnostic information
- E. sales account plan

**Answer: A,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 100**

What are two barriers of adoption in an organization? (Choose two.)

- A. organizational announcements
- B. hiring practices
- C. lack of knowledge on solution
- D. implementation issues
- E. new product sales motion

**Answer: C,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 101**

Which adoption barrier results from failing to identify key stakeholders?

- A. missing value of product roadmap
- B. lack of resources
- C. additional training requirements
- D. fragmented purchase

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 102**

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. Clarify roles and responsibilities with the stakeholders.
- B. Ensure that the customer knows the point of contact for product training.
- C. Share the company's organizational chart with the support team.
- D. Provide customers with relevant use cases for the purchased solution.

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 103**

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: B,E (LEAVE A REPLY)**

You can't schedule a QSR unless the customer is already on board with the CSM process and to do that you need stakeholder agreement.

**NEW QUESTION: 104**

Drag and Drop Question

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.

The interface shows a list of six blue boxes on the left and a yellow box on the right. The left boxes contain the following text from top to bottom: "customer specific industry", "cost of the adoption service", "desired business outcome", "baseline metrics / KPI", "customer testimonials", and "expand opportunities". The yellow box on the right is titled "Demonstrates Value" and contains four empty rectangular slots for dragging items.

**Answer:**

The interface shows the same list of six blue boxes on the left and the yellow box on the right. The yellow box is now titled "Demonstrates Value" and contains four blue boxes with the following text from top to bottom: "customer specific industry", "desired business outcome", "baseline metrics / KPI", and "customer testimonials". The "cost of the adoption service" box is now empty and located in the middle of the left list. The "expand opportunities" box is now empty and located at the bottom of the left list.

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