

# 820-605<sup>Q&As</sup>

Cisco Customer Success Manager (DTCSM)

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## QUESTION 1

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

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## QUESTION 2

What is an objective of the Customer Success Manager?

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

Correct Answer: D

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## QUESTION 3

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 professional services 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 proposed solutions.
- 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 are achieved 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

## QUESTION 4

### 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:

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

Correct Answer:

	Baseline the current usage
	Investigate the current barrier to utilization
	Set a goal to achieve
	Update the success plan with status

**QUESTION 5**

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.

Correct Answer: B

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**QUESTION 6**

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

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

Correct Answer: BC

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**QUESTION 7**

A customer does not feel they have received value from a software solution, and the 3-year contract is expiring in 60 days. The customer is hesitant to continue spending money and is considering other alternatives. Which stakeholder is responsible for ensuring that the customer realizes value from solutions coming up for renewal?

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

Correct Answer: D

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**QUESTION 8**

A customer's call center unexpectedly moved from in-person to remote operations and discovered that agents could no longer record their calls. The customer escalates this problem to their Customer Success Manager and requests a resolution. The Customer Success Manager recognizes that the customer is using collaboration products with outdated software. What is the first step of the mitigation plan?

- A. Evaluate the availability of resources to work on the problem.
- B. Engage a specialist to identify a technical solution or workaround.
- C. Conduct an assessment of the business impact of the problem.
- D. Establish a timeline of when a solution must be in place.

Correct Answer: A

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## QUESTION 9

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

Reference: <https://useriq.com/user-adoption-barriers/>

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## QUESTION 10

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

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

Correct Answer: C

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## QUESTION 11

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: CD

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## QUESTION 12

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

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## QUESTION 13

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

Correct Answer: D

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## QUESTION 14

Which sources should be used to uncover customer barriers?

- A. data, health score, intuition
- B. conversation, data, health score

C. intuition, observation, data

D. observation, conversation, data

Correct Answer: D

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## QUESTION 15

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

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