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NEW QUESTION: 1

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

Answer: C,D (LEAVE A REPLY)

The key metrics that measure the outcome of driving employee efficiencies are C, the reduction in headcount or operational support costs, and D, customer and employee feedback. These metrics directly reflect the efficiency gains in the workforce and the perceived impact of the solutions on the employees' productivity

NEW QUESTION: 2

What is a lagging indicator of the customer achieving the value proposition?

- A. movement to evaluate stage
- B. decrease in the number of problem reports
- C. contract renewal
- D. product deployment

Answer: B (LEAVE A REPLY)

NEW QUESTION: 3

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

- A. evaluating feedback from the customer operations team
- B. providing training recommendations
- C. reviewing installed base details

- D. consulting the health index
- E. noting change in customer executive team

Answer: A,D (LEAVE A REPLY)

Two examples of leveraging data to identify a customer barrier are evaluating feedback from the customer operations team and consulting the health index. Feedback from the operations team can provide insights into operational challenges, while the health index can indicate areas where the customer may be struggling with the solution

NEW QUESTION: 4

What is the value proposition of customer success for customers?

- A. reduction of risk
- B. reduced time to value
- C. expansion opportunities
- D. impacting business outcomes

Answer: B (LEAVE A REPLY)

The value proposition of customer success for customers is the reduced time to value. Customer success initiatives aim to help customers achieve their desired outcomes faster and more efficiently, thereby reducing the time it takes for them to realize value from their investment¹.

NEW QUESTION: 5

What should be the primary source of information about a customer's current adoption barriers?

- A. current industry trends
- B. insight from the account team
- C. bill of materials
- D. customer strategic goals

Answer: D (LEAVE A REPLY)

The primary source of information about a customer's current adoption barriers should be the customer's strategic goals. Understanding these goals helps identify where the solution may not be meeting the customer's needs, which can lead to adoption barriers

NEW QUESTION: 6

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

Answer: A,E (LEAVE A REPLY)

There are many ways that you can add value for your customers by expanding their consumption of your solutions and services, such as these examples:

- Add features to the product or upgrade the license tier

- Implement or optimize services

NEW QUESTION: 7

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.

Answer: A (LEAVE A REPLY)

Customer Success is the business methodology of ensuring customers achieve their desired outcomes while using your product or service.

<https://www.gainsight.com/guides/the-essential-guide-to-customer-success/>

NEW QUESTION: 8

Which list of components of a Customer Success Quarterly Success Review is common?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 9

The Chief Information Officer (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 for over three months, with considerable risk to both parties. Which best practice will help prevent this type of disagreement?

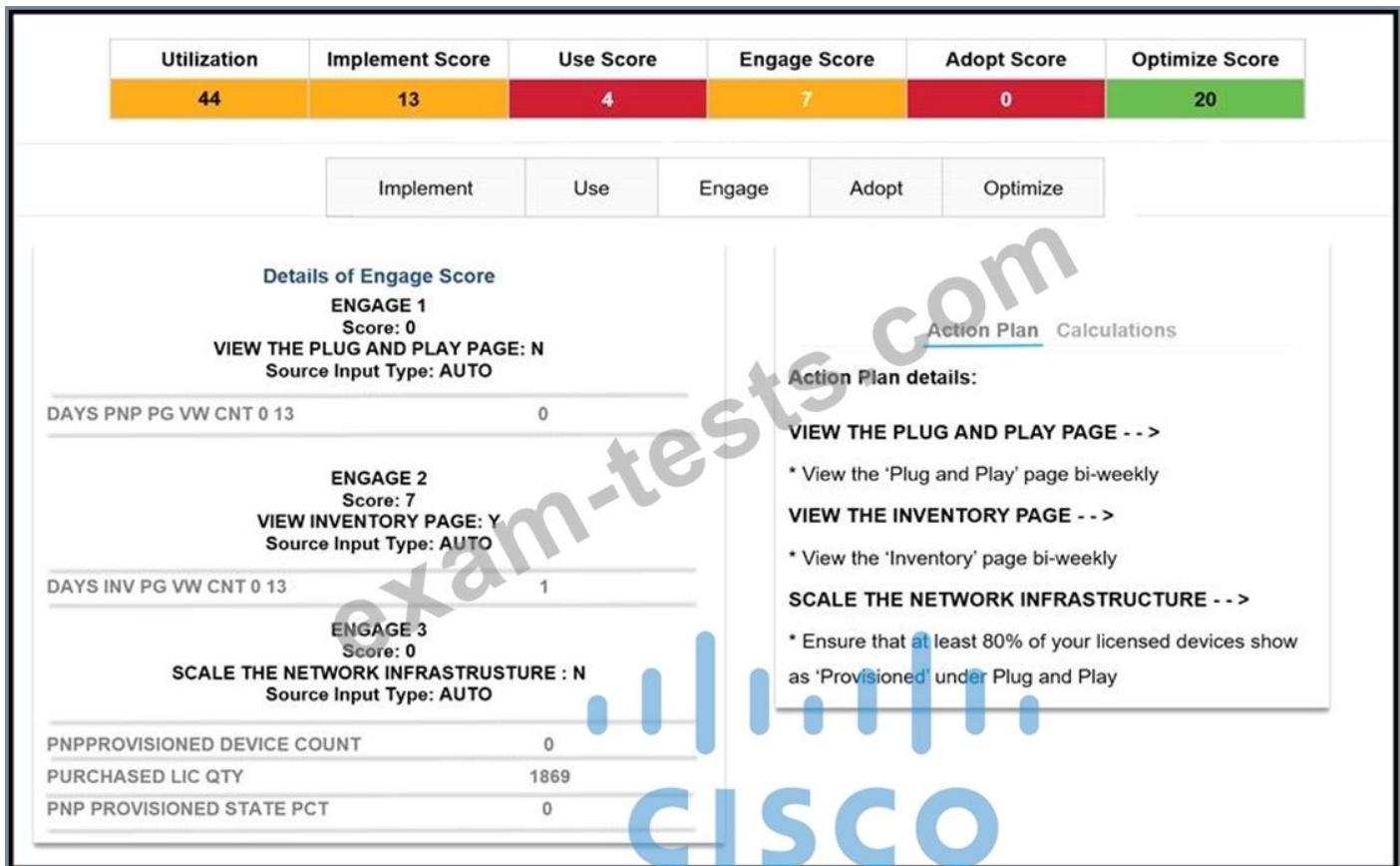
- A.** Adopt a lifecycle approach with a proactive review of service performance against KPIs.
- B.** Have the CSM define how value should be measured at the end of the contract period.
- C.** Engage a third-party mediator to develop contract goals and evaluate the objectives at regular intervals.
-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

Answer: (SHOW ANSWER)

Adopting a lifecycle approach with proactive reviews of service performance against predefined KPIs can help prevent disagreements over the value of delivered work. This approach ensures that both parties have a clear understanding of the expected outcomes and can address any issues before they escalate into significant disagreements.

NEW QUESTION: 10

Refer to the exhibit.



Which action must be taken by Customer Success Manager?

- A. Review the financial index.
- B. Identify the adoption barriers.
- C. Recommend expansion opportunities
- D. Develop a customer testimonial.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 11

In which two ways can an adoption campaign identify expansion opportunities? (Choose two.)

- A. The adoption campaign provides free trial licenses for feature upgrades.
- B. The adoption campaign surveys all end users for product feedback.
- C. The adoption campaign provides free user training.
- D. The adoption campaign provides notifications of new feature releases.
- E. The adoption campaign notifies customers of a critical bug.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 12

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 13

What is the term for the gap between the features and functions that customers purchase and the features and functions that they use?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 14

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

Answer: A,C (LEAVE A REPLY)

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

NEW QUESTION: 15

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

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

Answer: A,E (LEAVE A REPLY)

NEW QUESTION: 16

Which topics must be covered during a Quarterly Success Review to ensure that outcomes are achieved?

- A. stakeholder mapping and planned training sessions
- B. upcoming contract renewal and expansion opportunities
- C. the success plan, the agreed priorities, and the planned outcomes
- D. technical support cases in flight and support options

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 17

What are the sources used to identify barriers?

- A. customer, product, usage
- B. people, plan, process
- C. success plan, tools, training
- D. people, process, tools

Answer: D (LEAVE A REPLY)

The sources used to identify barriers include people, process, and tools. People refer to the stakeholders involved, process refers to the workflows and procedures in place, and tools refer to the technologies and resources available to support the customer success efforts

NEW QUESTION: 18

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: (SHOW ANSWER)

Risk management is critical to reducing exposure to security events. It involves identifying, assessing, and controlling threats to an organization's capital and earnings. Effective risk management ensures that the company can navigate security challenges successfully.

References: Cisco Customer Success Manager documentation1.

NEW QUESTION: 19

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. business growth
- B. time to market
- C. cost efficiency
- D. employee satisfaction
- E. sustainability

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

NEW QUESTION: 20

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

customer satisfaction ratings

number of customer escalations

number of customers retained

percentage of marketing emails that are opened and responded to

value feedback

Objective

Subjective

Answer:

customer's perceived value

customer satisfaction ratings

number of customer escalations

number of customers retained

percentage of marketing emails that are opened and responded to

value feedback

Objective

Subjective

NEW QUESTION: 21

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

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

Explanation

Explanation/Reference:

NEW QUESTION: 22

What is a technical adoption barrier?

- A. lack of integration with other products
- B. underutilization of licenses
- C. untrained customer user group
- D. customer not measuring product value

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

A technical adoption barrier is the lack of integration with other products. This barrier occurs when the new technology does not easily integrate with the customer's existing systems, causing difficulties in adoption.

NEW QUESTION: 23

Who does a Customer Success Manager work with to overcome a technical solution adoption barrier encountered by a customer?

- A. Customer Success Specialist
- B. Technical Engineer
- C. Sales Engineer
- D. Solution Product Manager

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

The Customer Success Specialist (CSS) role is a highly critical, strategic advisor and technical specialist that engages with customers to accelerate their adoption of Cisco products & solutions that transform their business and drive business outcomes.

NEW QUESTION: 24

Which Customer Success activity is critical from the supplier perspective?

- A. listening carefully to the customer's feedback and taking actions so the company's solutions can be improved
- B. identifying opportunities for sales expansion
- C. ensuring the customer has a success plan and is achieving each milestone in a timely manner

D. driving full adoption of the company's technology across all supported solutions

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

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
customer satisfaction ratings	
number of customer escalations	
number of customers retained	
percentage of marketing emails that are opened and responded to	Subjective
value feedback	

Answer:

customer's perceived value	Objective
customer satisfaction ratings	
number of customer escalations	
number of customers retained	
percentage of marketing emails that are opened and responded to	Subjective
value feedback	

NEW QUESTION: 26

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

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

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

Explanation/Reference:

NEW QUESTION: 28

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

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

Two barriers to adoption within an organization are inadequate knowledge and skills, and organizational silos.

Inadequate knowledge and skills refer to the lack of necessary training or expertise among employees to effectively use a new solution. Organizational silos occur when different

departments or groups within an organization do not share information or collaborate effectively, which can hinder the adoption of new solutions across the organization

NEW QUESTION: 30

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 provide expansion opportunities for your sales team.
- D. To document roles and responsibilities for your project management.

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

NEW QUESTION: 31

What is the purpose of capturing moments of success with a customer?

- A. renewing the contract and subscription
- B. validating deployment of the solution
- C. recognizing the value of the engagement
- D. expanding the purchased solution

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

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NEW QUESTION: 32

What are two expected outcomes of the customer onboard stage? (Choose two.)

- A. network diagrams provided
- B. opportunities for advocacy shared
- C. training sessions for end users planned
- D. stakeholders identified
- E. business outcomes with KPI metrics identified

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

NEW QUESTION: 33

What is a leading indicator of adoption in the healthscore?

- A. renewal
- B. integrated account plan

- C. product sales
- D. product quality

Answer: (SHOW ANSWER)

A leading indicator of adoption in the health score is product quality. High-quality products are more likely to be adopted by users, which is reflected in the health score. References: Adoption metrics and health scores often include product quality as a key factor influencing customer satisfaction and adoption rates.

NEW QUESTION: 34

Which type of analytics has telemetry that shows the customer's use of the software and defines what has happened to date?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 35

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

Answer: (SHOW ANSWER)

The two adoption barriers that must be investigated are business misalignment and lack of communication.

Business misalignment occurs when the new solution does not align with the current business processes or goals. Lack of communication refers to the failure to inform or involve end-users in the decision-making process, leading to resistance or non-use of the new software³⁴.

NEW QUESTION: 36

What is the value proposition of customer success for customers?

- A. reduction of risk
- B. expansion opportunities
- C. reduced time to value
- D. impacting business outcomes

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

NEW QUESTION: 37

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.

customer specific industry

cost of the adoption service

desired business outcome

baseline metrics / KPI

customer testimonials

expand opportunities

Demonstrates Value

Answer:

cost of the adoption service

expand opportunities

Demonstrates Value

customer specific industry

desired business outcome

baseline metrics / KPI

customer testimonials

NEW QUESTION: 38

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. technical
- B. data

- C. business
- D. operational

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

NEW QUESTION: 39

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

- A. 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.
- 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. 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.
- D. 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.

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

NEW QUESTION: 40

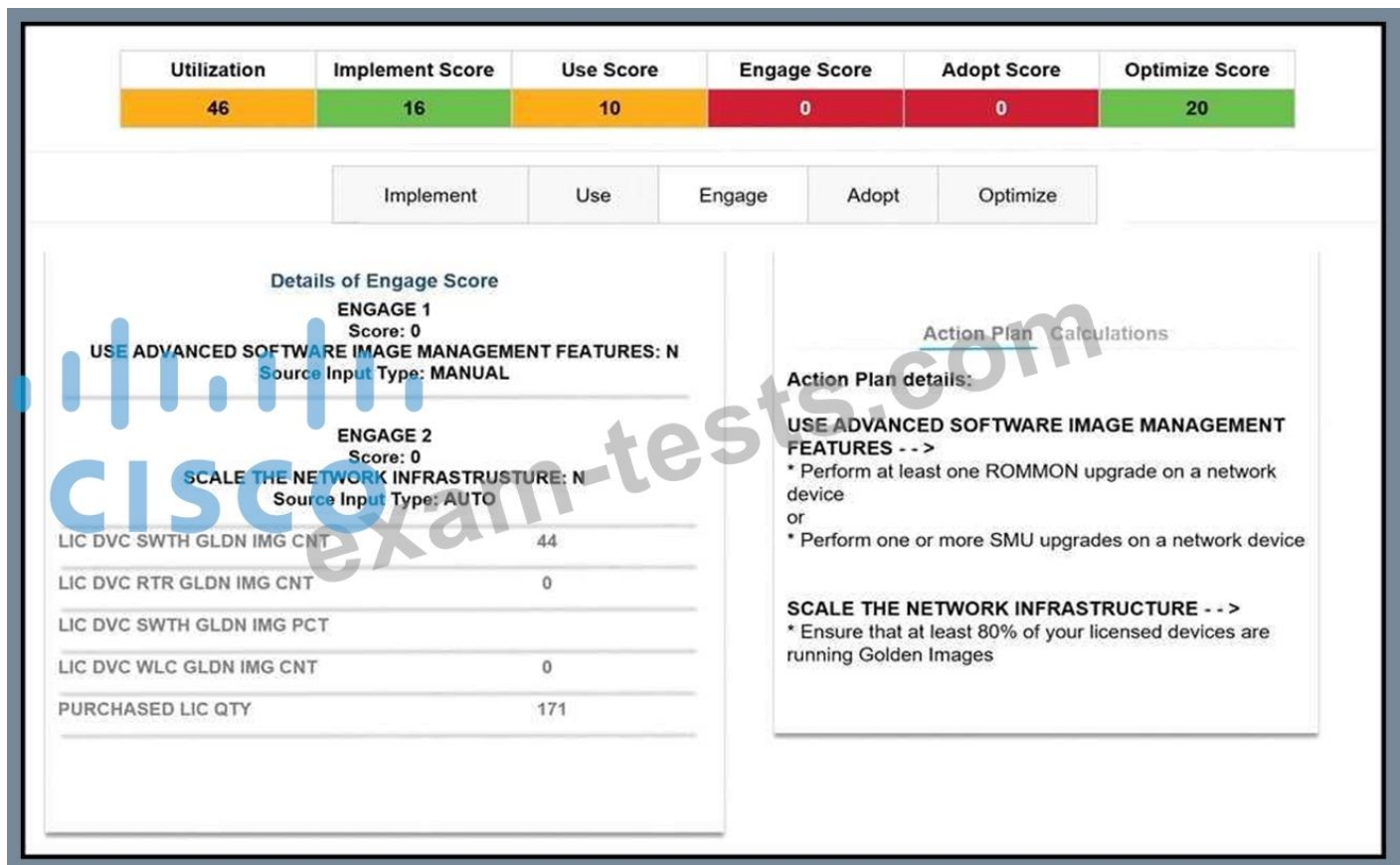
Which statement describes the difference between customer success and customer sales?

- 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 making sure the customer deploys the solution within an effective timeline.
- 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 expanding the customer's portfolio.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 41

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



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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 42

What is a key driver that is creating the need for customer success?

- A. subscription economy
- B. advanced specializations
- C. financial resources
- D. portfolio management

Answer: (SHOW ANSWER)

NEW QUESTION: 43

Refer to the exhibit. Which role is accountable for the Develop and validate Success Plan update activity?

		RACI Responsibilities							
		R Responsible		A Accountable		C Consulted		I Informed	
Stage Activity	Account Manager	Sales Engineer	Product Sales Specialist	Technical Solutions Architect	Business Development Manager	Service Manager	Customer Success Specialist	Customer Success Manager	Renewals Manager
Execute Sales-CS Interlock	A R	R	R	R		I	I	R	I
Conduct Customer Kick-Off	A R		C	C		C	C	R	I
Develop and validate Success Plan update									
Access deployment tooling			C	C		C		A	I
Align on deployment	I	C	C			R	C	A	I
Conduct deployment and create progress report	I					R	I	A R	I

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

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

NEW QUESTION: 44

What is a business adoption barrier?

- A. lack of customer stakeholder
- B. services are unpurchased
- C. solution is not implemented
- D. customer lacks technical knowledge

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

NEW QUESTION: 45

Refer to the exhibit. What is the problem with this RACI example?

Task	Stakeholder 1	Stakeholder 2	Stakeholder 3	Stakeholder 4	Stakeholder 5	Stakeholder 6
Project Task 1	R	A	C	A	I	A

- A. Every task should have four people consulted.
- B. More stakeholders should be involved.
- C. No one has multiple roles.
- D. Too many people are accountable for this task.

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

NEW QUESTION: 46

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

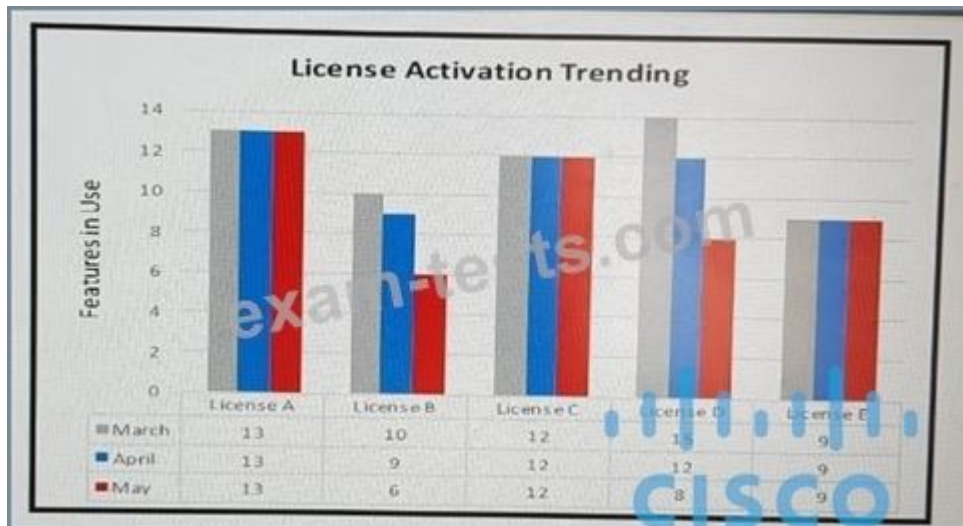
Answer: B (LEAVE A REPLY)

Explanation/Reference:

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NEW QUESTION: 47

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 48

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

Answer: B (LEAVE A REPLY)

A high touch customer success experience is characterized by personalized and customized support, often involving regular one-on-one meetings with a dedicated customer success manager¹². This model focuses on providing elite customers with a tailored experience that addresses their specific needs and challenges, ensuring they receive the highest level of service.

NEW QUESTION: 49

How can Customer Success Plan tracking drive additional license purchases?

- A. The Success Plan tracks the mean time to failure of the solution.
- B. The Success Plan tracks the number of threats blocked and benchmarks it against the previous year.
- C. The Success Plan tracks gains in user productivity and communicates this back to the business.
- D. The Success Plan tracks the number of technical support cases opened.

Answer: C (LEAVE A REPLY)

Customer Success Plan tracking can drive additional license purchases by demonstrating the value the solution provides through increased user productivity. When gains in productivity are tracked and communicated, it can justify the investment in additional licenses².

NEW QUESTION: 50

Who does a Customer Success Manager work with to overcome a technical solution adoption barrier encountered by a customer?

- A. Solutions Product Manager
- B. Technical Engineer
- C. Sales Engineer
- D. Customer Success Specialist

Answer: D (LEAVE A REPLY)

NEW QUESTION: 51

What should be the primary source of information about a customer's current adoption barriers?

- A. customer strategic goals
- B. insight from the account team
- C. bill of materials

D. current industry trends

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 52

Which of these is included in a success plan?

A. confidential customer information

B. customer business outcomes

C. customer HR processes

D. services cost

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

NEW QUESTION: 53

Drag and Drop Question

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

customer satisfaction ratings

number of customer escalations

number of customers retained

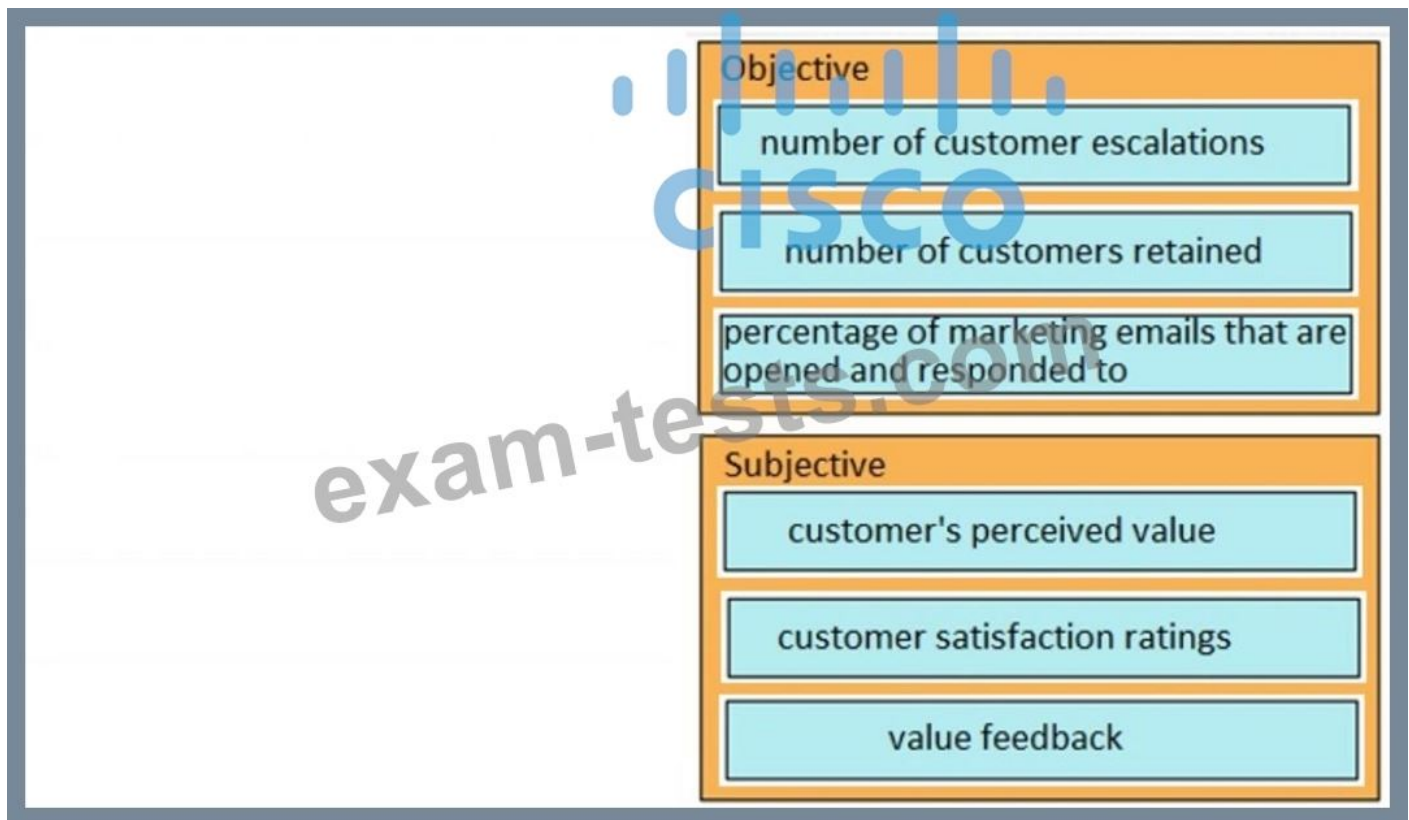
percentage of marketing emails that are opened and responded to

value feedback

Objective

Subjective

Answer:



NEW QUESTION: 54

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

A. 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.

B. 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.

C. 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.

D. 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 55

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. sustainability
- C. employee satisfaction
- D. cost efficiency
- E. credibility

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

NEW QUESTION: 56

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.

Answer: ([SHOW ANSWER](#))

The difference between customer success and customer sales is accurately described in A. Customer sales focuses on selling solutions to meet business needs, while customer success is about ensuring that customers utilize those solutions to get the value they intended. This highlights the proactive role of customer success in driving value realization for the customer

NEW QUESTION: 57

Which of these is included in a success plan?

- A. services cost
- B. customer HR processes
- C. customer business outcomes
- D. confidential customer information

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

NEW QUESTION: 58

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. Twice yearly student and staff surveys with two
- C. Implement staff Super Users to provide feedback
- D. Measure the number of complaints raised by students

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

NEW QUESTION: 59

Which statement describes an end user adoption barrier?

- A. The budget is insufficient to implement the solution for a new branch of the business.
- B. There are insufficient licenses for additional staff from a newly acquired company to use the solution.
- C. Staff refuses to change their habits and continues to use a noncompliant social media application to conduct business communications.
- D. The CIO insists on conducting training for all heads of department before deploying the new Collaboration solution.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 60

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 to the past 24 months
- C. Engage with the account team to understand the expansion opportunities
- D. Speak the internal contacts to understand the customer sentiment and outstanding escalations

Answer: (SHOW ANSWER)

NEW QUESTION: 61

Which two results of a successful customer onboarding stage are the most important? (Choose two)

- A. network diagrams discussed
- B. account relationships identified
- C. stakeholders identified
- D. desired business outcomes discussed
- E. organization chart discussed

Answer: D,E (LEAVE A REPLY)

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NEW QUESTION: 62

Your customer's business outcome is to drive employee efficiencies. Which key metrics measure this outcome?

- A. number of incidents reported or number of compliance issues
- B. reduction in headcount or operational support costs
- C. customer and employee feedback
- D. increase in new subscribers or increase in end users
- E. number of activities completed or increase in direct time

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

NEW QUESTION: 63

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 64

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

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

The term for the gap between the features and functions that customers purchase and the features and functions that they use is consumption gap. This gap can indicate areas where customers may need additional support or training to fully utilize their purchase.

NEW QUESTION: 65

The Customer Success Manager notices that their customer has delayed going into production. Which action does the Customer Success Manager consider?

- A. Give the customer a discount on a future purchase
- B. Provide the customer with a chargeable deployment service
- C. Re-enforce the time to value of the solution
- D. Suggest that the customer replace their existing staff

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 66

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

Answer: ([SHOW ANSWER](#))

When noticing a decline in product usage, it's important to re-assess the customer's business process and ensure that the capabilities of the solution are well-aligned with their needs. This may involve identifying any changes in the customer's operations or uncovering new challenges they are facing. References: Customer success strategies that focus on aligning product capabilities with evolving business processes.

NEW QUESTION: 67

What is the role of a subject matter expert in the Customer Success process?

- A. shares industry trends
- B. accelerates customer value realization
- C. drives adoption
- D. challenges the status quo

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

NEW QUESTION: 68

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 69

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

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

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

When the product utilization score is not improving, a Customer Success Manager should conduct customer interviews to understand the barriers to adoption and develop a plan to address them. References: Customer success strategies that focus on aligning product capabilities with evolving business processes.

NEW QUESTION: 70

You notice a decline over time in your customer's usage of your product. Which action do you consider?

- A. Carefully tell the customer to get more people to use your product
- B. Show the customer a comparison of the solution versus the competition
- C. Tell the customer a new solution will soon be available
- D. Re-assess the customer's business process and outline the capability of the solution

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

NEW QUESTION: 71

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

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

NEW QUESTION: 72

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

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

NEW QUESTION: 73

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

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

NEW QUESTION: 74

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: 75

What are two expectations of the Quarterly Success Review? (Choose two.)

- A. Consider upgrades to support existing solutions.
- B. Track key performance indicators or milestones.
- C. Offer additional license purchases.
- D. Align with customer's critical business objectives.
- E. Negotiate the level of discount in a solution expansion.

Answer: ([SHOW ANSWER](#))

Two expectations of the Quarterly Success Review are to track key performance indicators or milestones and to align with the customer's critical business objectives. These expectations ensure that the review is focused on measurable progress and alignment with the customer's strategic goals¹.

NEW QUESTION: 76

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

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

Expansion opportunities within customer success include the expansion of solution features and services.

These opportunities arise when customers see the value in adding more features or services to their existing solutions to enhance their capabilities or meet additional business needs.

References: Strategies for identifying and capitalizing on opportunities to expand the scope of solutions provided to customers, leading to increased value and customer satisfaction.

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NEW QUESTION: 77

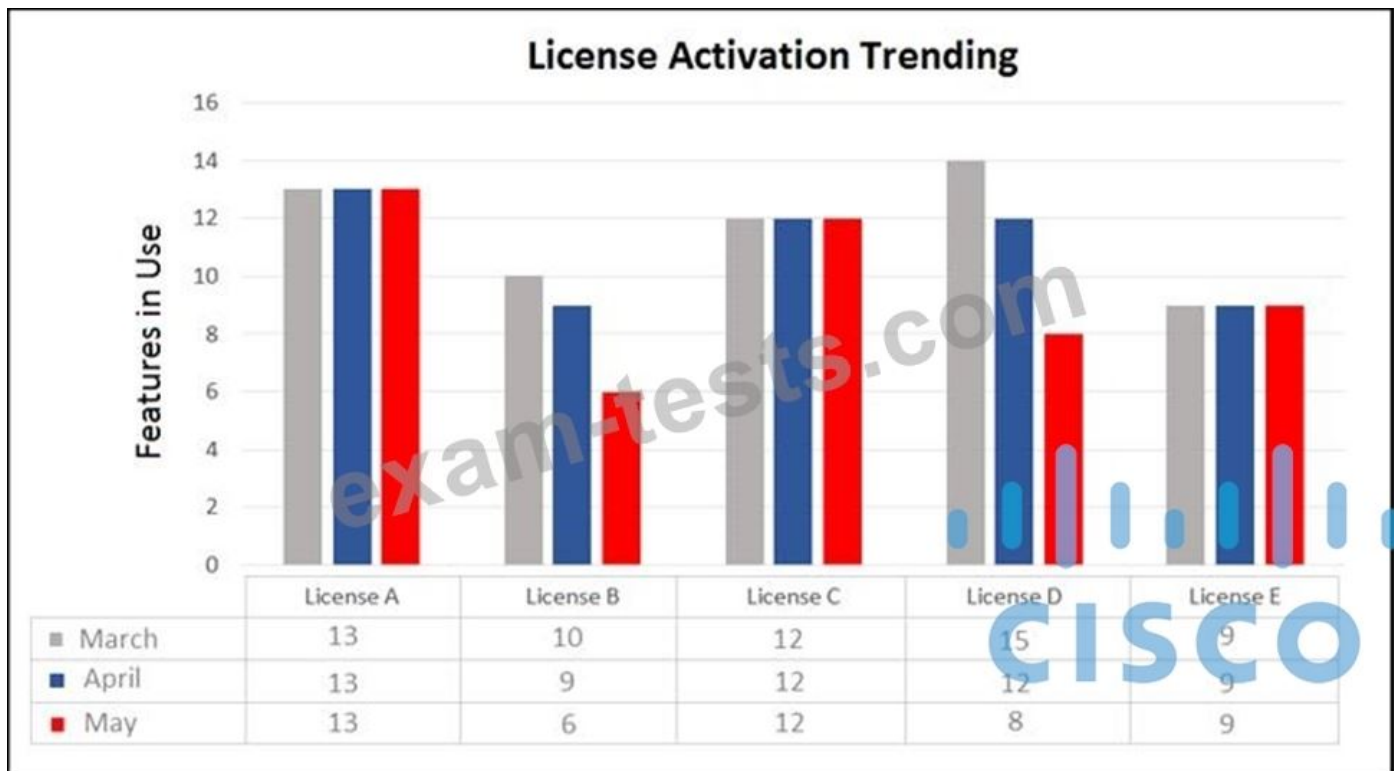
Your client, the Director of IT Policy and Governance of Easternbank, has just informed you that the CIO is dissatisfied with the current level of utilization of the collaboration solution that was deployed 3 months ago. The client has requested a meeting to improve the situation. Which reports are critical to the success of the meeting?

- A. number of users registered, bandwidth utilization, number of training sessions user joined
- B. network utilization, number of meetings user initiated, number of users
- C. number of users registered, service logs, number of users
- D. number of users registered, number of meetings user initiated, number of meetings user joined

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 78

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: 79

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

Answer: (SHOW ANSWER)

The type of analytics that has telemetry showing the customer's use of the software and defines what has happened to date is descriptive analytics. Descriptive analytics focuses on summarizing past events and behaviors, providing a historical view of usage and interactions

NEW QUESTION: 80

Which type of information should be captured during the first customer engagement?

- A. cases escalated to technical support
- B. expansion opportunities

- C. customer's desired outcomes
- D. stakeholder map

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

NEW QUESTION: 81

As part of the Customer Success Manager role, success stories and references are valuable in showcasing the value of the product. If a customer has a privacy policy that precludes them from public sharing, which action helps to mitigate any concerns?

- A. Talk to senior management to explain the benefits of success story creations.
- B. Explain that this is a role metric that is needed to satisfy quotas.
- C. Make the story for internal use only.
- D. Offer the customer free products or services as an incentive.

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

If a customer's privacy policy prevents public sharing, the Customer Success Manager can create a success story for internal use only. This allows the organization to document and learn from the customer's experience without violating their privacy policy. References: Cisco Customer Success Manager best practices suggest respecting customer privacy while still capturing valuable insights from their experiences.

NEW QUESTION: 82

What is a type of expansion opportunity?

- A. positive customer sentiment
- B. using latest release versions
- C. additional user groups
- D. strong stakeholder communication

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

NEW QUESTION: 83

What is Quarterly Success Review?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 84

Which tool is used by a Customer Success Manager to establish cross-functional alignment, ensure efficient execution and communication across a project team, and facilitate stakeholder management?

- A. KPIs
- B. Stakeholder Map

C. RACI

D. Health Index Report

Answer: C (LEAVE A REPLY)

The responsible, accountable, consulted, informed (RACI) model can be used as an effective tool to manage the allocation of roles in a group/cross functional project to ensure efficient execution. It also facilitates stakeholder management for project leads.

NEW QUESTION: 85

What is a financial implication of churn?

A. loss of revenue

B. increased production

C. contract expansion

D. reduced product utilization

Answer: A (LEAVE A REPLY)

NEW QUESTION: 86

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

A. onboarding

B. deployment

C. utilization

D. purchase

Answer: A (LEAVE A REPLY)

The Customer Success Manager initially validates stakeholders during the onboarding stage³⁴. This is a critical phase where the CSM establishes relationships with key stakeholders, understands their expectations, and begins to align the product's capabilities with the customer's business objectives.

NEW QUESTION: 87

Which list of components of a Customer Success Quarterly Success Review is common?

A. results from prior quarter, cover roadmap and promote new products, and confirm goals for next quarter

B. results from prior quarter, services delivered, issues and open services cases, and confirm goals for next quarter

C. results from prior quarter, product roadmap, proposed marketing new products, and confirm goals for the next quarter

D. results from prior quarter, agreed actions completed, benchmarking with the market, and confirm goals for next quarter

Answer: B (LEAVE A REPLY)

NEW QUESTION: 88

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

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

Answer: B (LEAVE A REPLY)

The Customer Success Manager identifies the solution purchased during the Purchase stage of the lifecycle.

This is when the transaction is completed, and the details of the purchase are finalized, including the specific solutions that the customer has bought. References: The lifecycle stages of customer engagement typically include the Purchase stage as a key phase where the details of the transaction are recorded and acknowledged.

NEW QUESTION: 89

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 90

What is a consideration in evaluating readiness for adoption?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 91

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

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

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. 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.

C. 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.

D. 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 94

Which two Customer Success approaches should a Customer Success Manager provide for their customers that face stalled implementation? (Choose two.)

A. Sell additional training to the customer.

B. Introduce new features that have been recently enabled within the product.

C. Review priorities from the Success Plan with customer leadership.

D. Offer upfront discounts and secure the business for as many years as possible.

E. Determine if there has been a change in resourcing or stakeholders.

Answer: ([SHOW ANSWER](#))

For customers facing stalled implementation, the Customer Success Manager should review the priorities outlined in the Success Plan with customer leadership and determine if there have been any changes in resourcing or stakeholders that may be affecting the implementation. References: The Cisco Customer Success Manager's approach to addressing stalled implementations includes ensuring alignment with the Success Plan and assessing any changes in the customer's organization that may impact the project.

NEW QUESTION: 95

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

A. expansion of solution services

B. deployment of solution

C. purchase of a new solution

D. expansion of solution features

E. renewal of solution subscription

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

Expansion opportunities within customer success include the expansion of solution features and services.

These opportunities arise when customers see the value in adding more features or services to their existing solutions to enhance their capabilities or meet additional business needs.

References: Strategies for identifying and capitalizing on opportunities to expand the scope of solutions provided to customers, leading to increased value and customer satisfaction.

NEW QUESTION: 96

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.

Answer: C (LEAVE A REPLY)

The correct answer is C, which highlights the shift towards subscription models in IT and the role of the Customer Success Manager (CSM) in ensuring customers achieve their business outcomes and realize value from their subscriptions. This trend is a key driver for companies to invest in Customer Success practices and roles, as the ongoing satisfaction and perceived value are critical in a subscription economy where customers have the flexibility to cancel services that do not meet their expectations

NEW QUESTION: 97

What is the financial implication of churn?

A. increased renewal value

B. reduced technology footprint

C. reduced revenue

D. increased user licensing

Answer: C (LEAVE A REPLY)

NEW QUESTION: 98

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

A. OpEx are investments a company pays for up-front, while CapEx are the on-going costs to run a business.

B. OpEx includes software licenses with contracts that have user rights in perpetuity, while CapEx includes software services that are easily reconfigured.

C. OpEx is expenses for the day-to-day operation of a business, while CapEx is investments in assets.

D. OpEx has depreciation, while there is no deprecation with CapEx.

Answer: C (LEAVE A REPLY)

Operating expenses (OpEx) are the costs for the day-to-day operation of a business, such as rent, utilities, and payroll. Capital expenses (CapEx), on the other hand, are investments in assets that will benefit the business over a longer period, such as equipment or property2.

NEW QUESTION: 99

What is Quarterly Success Review?

A. gap analysis that focuses on the state of the customer's current architecture.

B. a conversation that outlines key initiatives that are agreed upon in the success plan.

C. technical analysis that outlines the implementation plan and adoption barriers.

D. new success plan that focuses on the upcoming goals for the customer.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 100

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

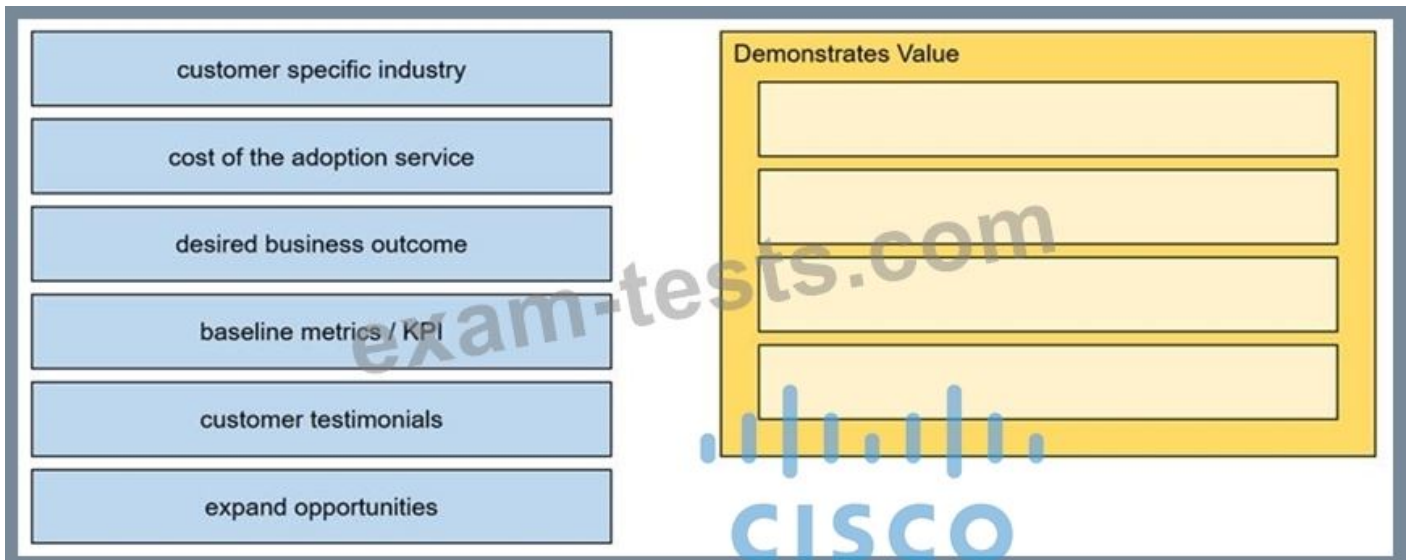
D. product use case that will achieve the desired outcome

Answer: (SHOW ANSWER)

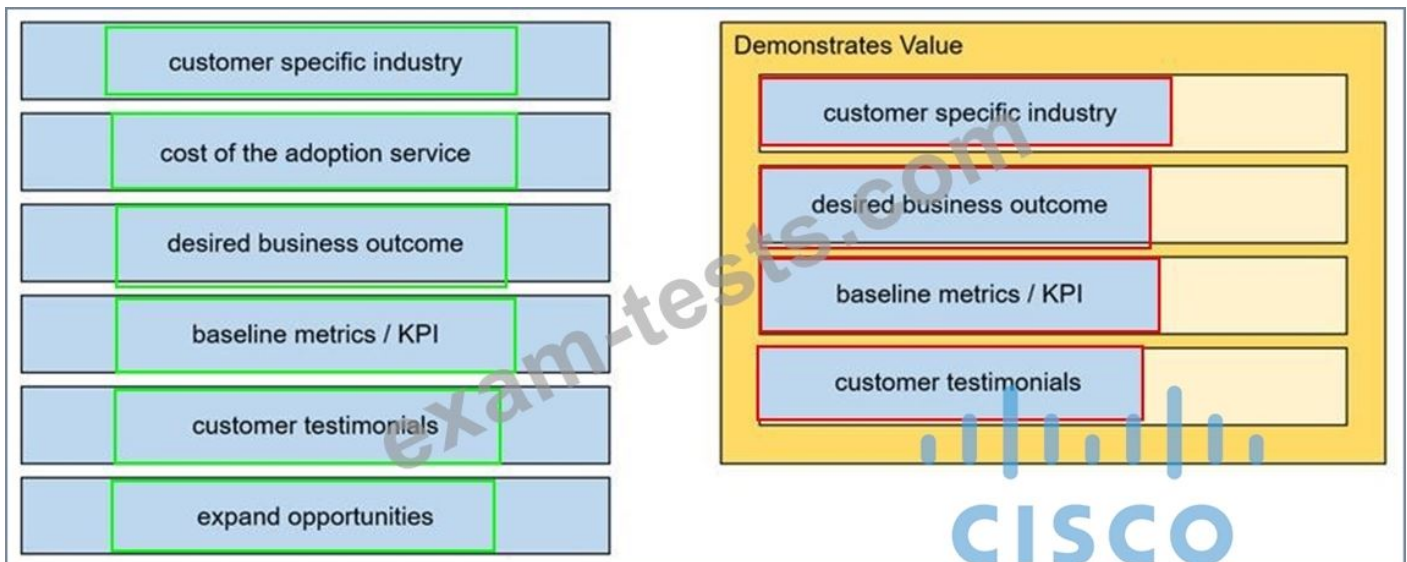
The Customer Success Manager should focus on the product use case that will achieve the desired outcome. This involves understanding how the software solution can be applied to enable the customer's specific business goals and providing guidance on how to leverage the product to meet those objectives

NEW QUESTION: 101

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: 102

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 103

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

Answer: (SHOW ANSWER)

The Customer Success Manager should consider re-enforcing the time to value of the solution. This involves communicating the benefits and potential impact of the solution on the customer's business operations and objectives, emphasizing how timely deployment can lead to quicker realization of these benefits.

NEW QUESTION: 104

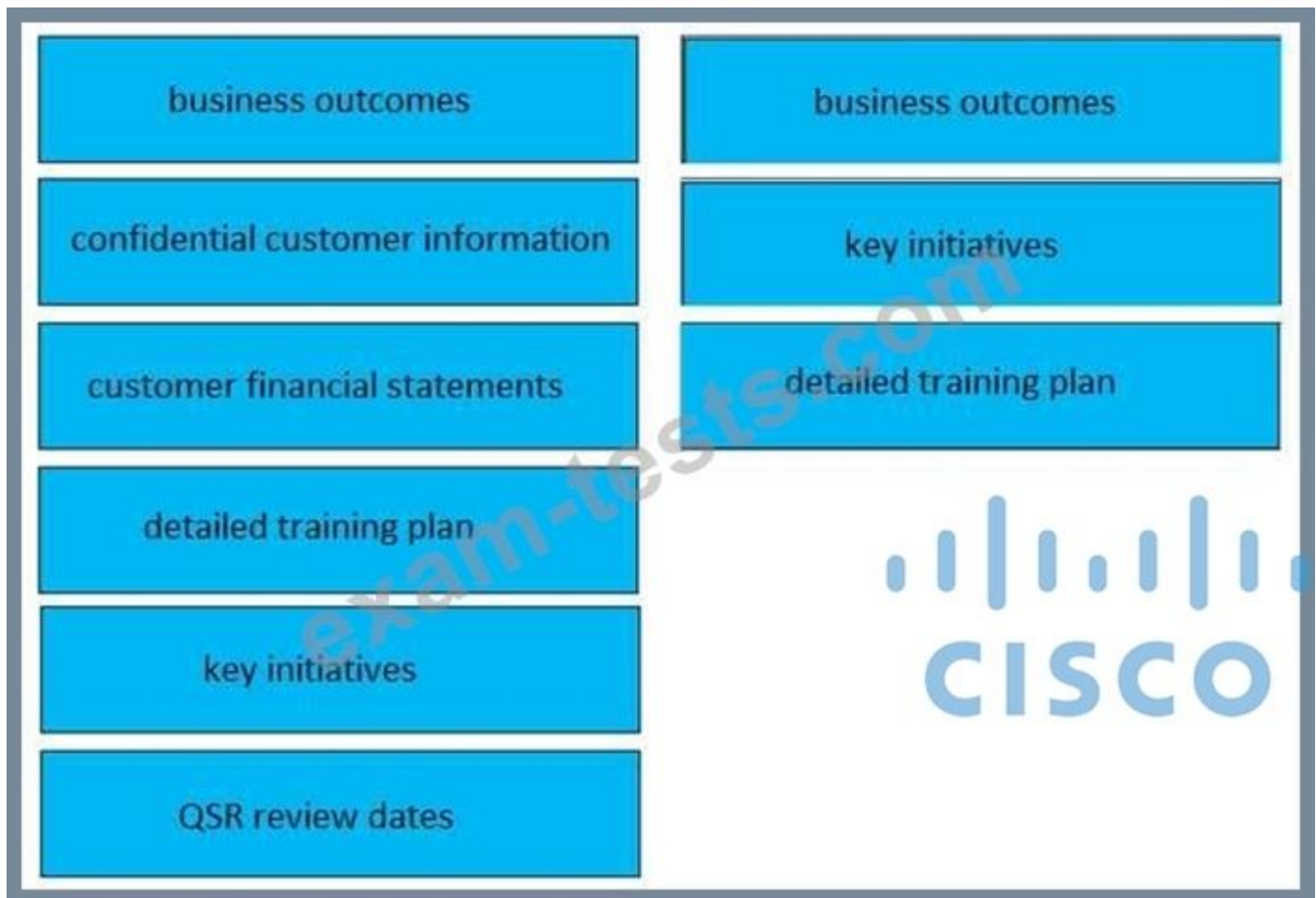
DRAG DROP

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: 105

Which factor delays time to value?

- A. unrenewed Success Plan
- B. loss of project sponsor
- C. unpaid invoice
- D. negative Net Promoter Score

Answer: B (LEAVE A REPLY)

NEW QUESTION: 106

What are two examples of expand opportunities? (Choose two.)

- A. training on existing features
- B. increasing license count
- C. providing solution optimization services
- D. adding headcount to manage solution by the customer
- E. hosting an executive review

Answer: A,C (LEAVE A REPLY)

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NEW QUESTION: 107

Which scenario represents a use case expand opportunity?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 108

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: D (LEAVE A REPLY)

To prepare for a customer introduction meeting, it is essential to understand the customer's current situation, including their priorities and sentiment towards the engagement. This can be achieved by speaking with internal contacts who have interacted with the customer, as they can provide firsthand insights into the customer's expectations and experiences. References: Customer Success best practices suggest that understanding the customer's perspective is crucial for effective engagement and aligning the success plan with their business objectives.

NEW QUESTION: 109

In which two ways can an adoption campaign identify expansion opportunities? (Choose two.)

- A. The adoption campaign provides free trial licenses for feature upgrades.
- B. The adoption campaign notifies customers of a critical bug.
- C. The adoption campaign surveys all end users for product feedback.
- D. The adoption campaign provides notifications of new feature releases.
- E. The adoption campaign provides free user training.

Answer: (SHOW ANSWER)

NEW QUESTION: 110

Which action should a Customer Success Manager take to identify and remove barriers when a customer moves from the Implement to the Use stage in the lifecycle?

- A. Provide direct and in-depth technical expertise upon customer request.
- B. Provide training content to address current and existing barriers.
- C. Provide break-fix support for technical problems experienced or observed by the customer.
- D. Provide a detailed cost structure for the management team.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 111

What is the main objective of customer success?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 112

Which type of analytics have telemetry that show the customer's use of the software and define what has happened to date?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 113

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

Answer: A,E (LEAVE A REPLY)

NEW QUESTION: 114

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

Answer: A (LEAVE A REPLY)

"Good and timely account health scores will logically drive accuracy into your renewal forecast.", not "directly enables renewals". Above that, the question starts with "From a Customer Success Perspective...". Renewal is a sales success. Customer success is about getting the value from the solution provided. Addressing experience is relevant.

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

NEW QUESTION: 115

What is the value proposition of customer success for customers?

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

Answer: B (LEAVE A REPLY)

The value proposition of customer success for customers lies in supporting their business vision. Customer success helps customers to realize their business objectives and ensures that the solutions provided align with their strategic direction

NEW QUESTION: 116

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.

Answer: B (LEAVE A REPLY)

The first step in the mitigation plan should be to engage a specialist to identify a technical solution or workaround. This is because the problem is technical in nature, and a specialist would be best equipped to quickly find a solution that allows the call center agents to resume recording calls.

NEW QUESTION: 117

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 118

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.

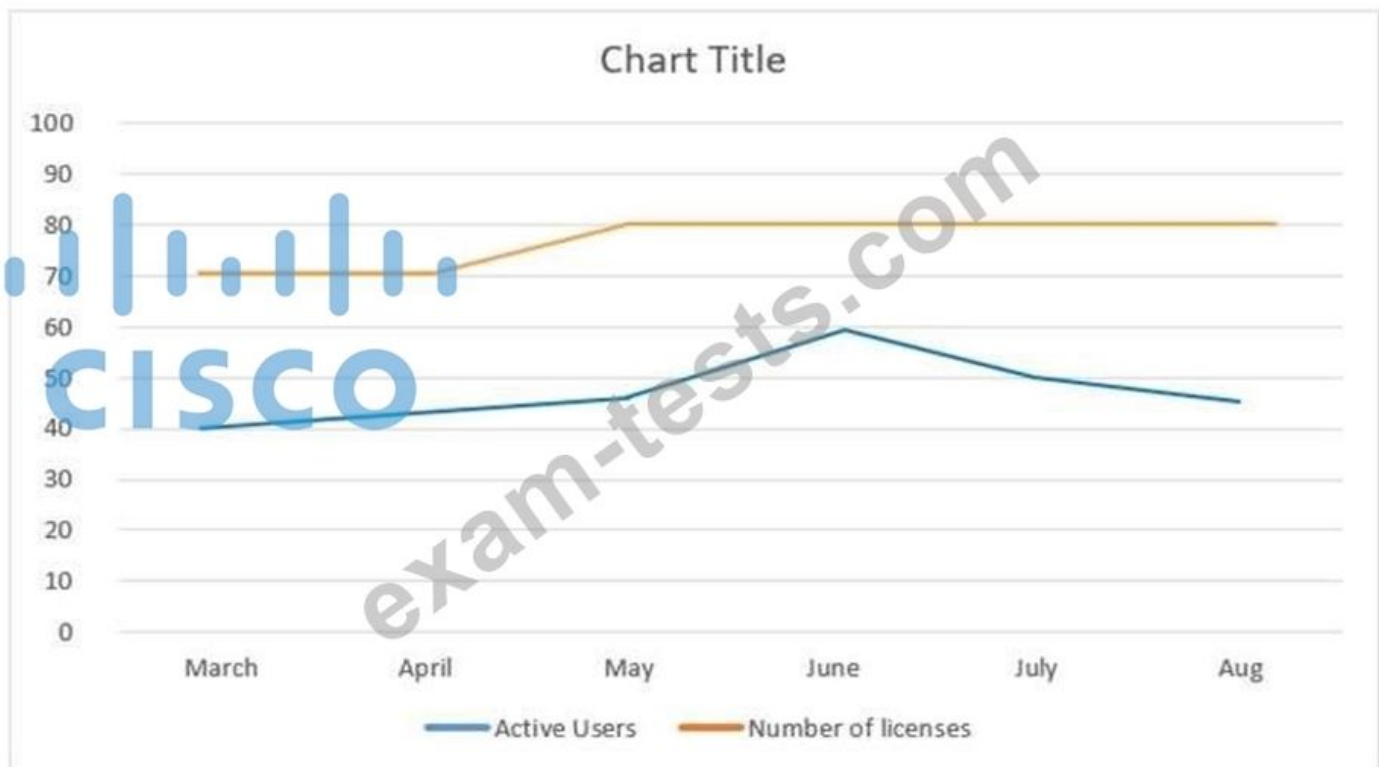
customer's perceived value	Objective
customer satisfaction ratings	
number of customer escalations	
number of customers retained	Subjective
percentage of marketing emails that are opened and responded to	
value feedback	

Answer:

customer's perceived value	Objective
customer satisfaction ratings	
number of customer escalations	
number of customers retained	Subjective
percentage of marketing emails that are opened and responded to	
value feedback	

NEW QUESTION: 119

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 increased usage, which shows a strong indicator of renewal
- B. The customer has a high probability to renew and will include an expanded opportunity
- C. The customer's usage has seen a recent decline and the chance of them churning will be higher
- D. The customer's usage is too low to correctly measure the chance of their retention

Answer: C (LEAVE A REPLY)

NEW QUESTION: 120

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

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

Answer: D (LEAVE A REPLY)

According to the Blackbelt training: Onboarding activities include delivering a customer kickoff to validate the expected outcomes of that purchase and beginning to build the Success Plan.

NEW QUESTION: 121

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

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

D. OpEx is expenses for the day-to-day operation of a business, while CapEx is investments in assets.

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

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NEW QUESTION: 122

In which two ways can an adoption campaign identify expansion opportunities? (Choose two.)

- A. The adoption campaign provides notifications of new feature releases.
- B. The adoption campaign provides free trial licenses for feature upgrades.
- C. The adoption campaign surveys all end users for product feedback.
- D. The adoption campaign provides free user training.
- E. The adoption campaign notifies customers of a critical bug.

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

NEW QUESTION: 123

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

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

NEW QUESTION: 124

Which type of information should be captured during the first customer engagement?

- A. cases escalated to technical support
- B. expansion opportunities
- C. customer's desired outcomes
- D. stakeholder map

Answer: ([SHOW ANSWER](#))

During the first customer engagement, capturing the customer's desired outcomes is essential. This information helps in understanding the customer's expectations and goals, which guides the subsequent actions and strategies for customer success. References: Cisco Customer Success Manager documentation

NEW QUESTION: 125

What is the financial implication of churn?

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

Answer: A (LEAVE A REPLY)

A financial implication of churn is A, the loss of revenue. When customers discontinue their subscriptions or stop doing business with a company, it directly impacts the company's revenue streams, making churn a critical financial concern

NEW QUESTION: 126

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

Answer: (SHOW ANSWER)

The barrier that the Customer Success Manager must overcome when upper management questions the renewal of the solution subscription is a business barrier. Despite the progress made by the Network Security Staff in using the solution, the CSM needs to demonstrate the business value and ROI of the solution to the upper management to justify the renewal.

NEW QUESTION: 127

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 128

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 goal
- D. list of instructions that customer uses for their software

Answer: C (LEAVE A REPLY)

A use case is a description of a system's behavior as it responds to a request that originates from outside of that system. In other words, a use case defines the interactions between external actors and the system to accomplish a goal. The actors can be human users, other systems, or hardware devices. Each use case provides one or more scenarios that convey how the system should interact with the actors to achieve a specific business objective. References: Cisco Customer Success Manager documentation¹, and additional insights on use cases and their importance in outlining and executing a roadmap for achieving success².

NEW QUESTION: 129

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

Answer: C (LEAVE A REPLY)

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