Vendor: Cisco

Exam Code: 820-605

Exam Name: Cisco Customer Success Manager (DTCSM)

Version: DEMO

QUESTION 1
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: BE
Explanation:
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.

QUESTION 2
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: AC
Explanation:
Adoption campaigns typically include actions such as messaging users about best practices for their solutions to encourage proper and effective use, and informing stakeholders about new features that could enhance their solution's value.

QUESTION 3
What is the best method to measure customer consumption of technology?

A. telemetry and analytics
B. recurring revenue management
C. enterprise CRM and incident management
D. content management

Answer: A
Explanation:
The best method to measure customer consumption of technology is through telemetry and analytics. Telemetry involves the automatic recording and transmission of data from remote or inaccessible sources to an IT system in a different location for monitoring and analysis. Analytics is the systematic computational analysis of data or statistics. Together, they provide a comprehensive view of how customers are using technology

QUESTION 4
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. green health scores over intermittent time periods
D. continuing results based on unexpected value
E. results that are not measurable

Answer: AD
Explanation:
Opportunities that can lead to customers becoming advocates include moments of success when the customer acknowledges progress and continuing results based on unexpected value. These instances demonstrate the tangible benefits of the solution and can inspire customers to share their positive experiences with others, leading to advocacy.

QUESTION 5
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

Answer: CD
Explanation:
For a customer aiming to increase services and improve launch times, the appropriate business outcomes are time to market and business growth. These outcomes focus on the efficiency of service deployment and the expansion of the customer's service offerings.

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: AE
Explanation:
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.

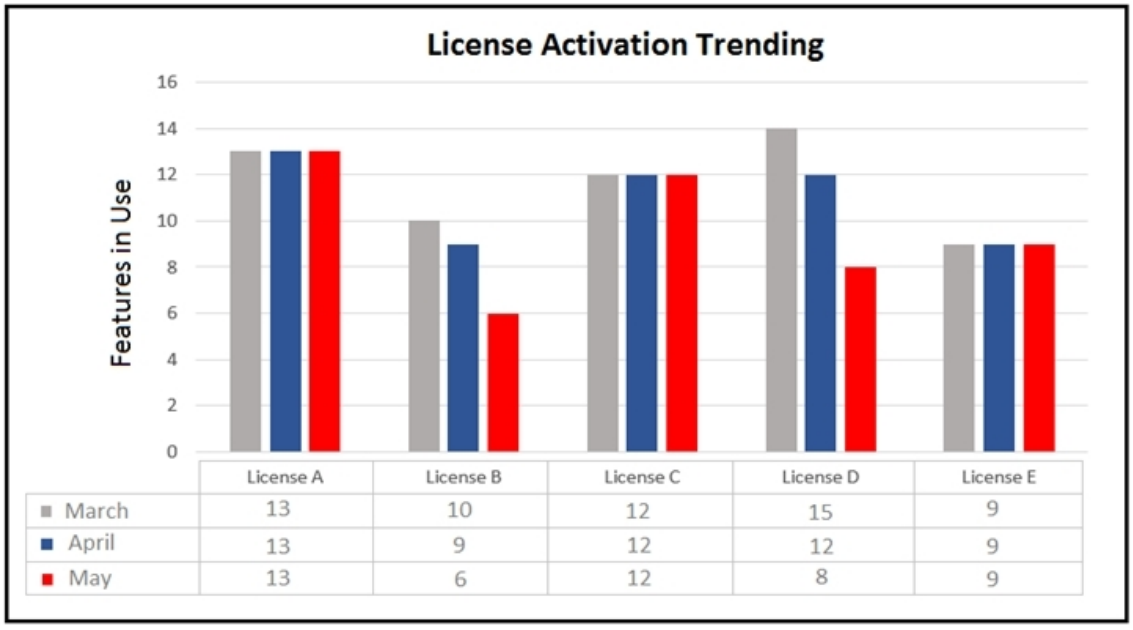
QUESTION 7
Which method is directly associated with evaluating a customer outcome?

A. milestones
B. key performance indicators

C. metrics
D. benchmarks

Answer: B
Explanation:
KPIs help determine whether customer goals have been met and are commonly used across industries to evaluate results such as customer satisfaction, retention, and engagement.

QUESTION 8
Refer to the exhibit. Which initial action does a Customer Success Manager take?



	License A	License B	License C	License D	License E
March	13	10	12	15	9
April	13	9	12	12	9
May	13	6	12	8	9

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

Answer: B
Explanation:
The initial action a Customer Success Manager should take is to share the report with the customer point of contact for license types B and D to determine the causes of the usage trends. The bar graph indicates a decline in the use of these license types, which could suggest issues with adoption or satisfaction. Understanding the reasons behind these trends is crucial for addressing any potential problems and improving customer success.

QUESTION 9
The customer wants to reduce their exposure to security events. Which business outcome is critical to the company's success?

A. risk management

B. market growth
C. sustainability
D. cost efficiency

Answer: A
Explanation:
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.

QUESTION 10
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
Explanation:
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.

QUESTION 11
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
Explanation:
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.

QUESTION 12
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. number of users registered, service logs, number of users
C. number of users registered, number of meetings user initiated, number of meetings user joined
D. network utilization, number of meetings user initiated, number of users

Answer: C
Explanation:
The critical reports for the meeting with the Director of IT Policy and Governance to address the CIO's dissatisfaction would include the number of users registered, the number of meetings user initiated, and the number of meetings user joined. These reports will provide insights into user engagement and utilization of the collaboration solution5.

QUESTION 13
In which stage does the Customer Success Manager initially validate stakeholders?

A. onboarding
B. deployment
C. utilization
D. purchase

Answer: A
Explanation:
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.

QUESTION 14
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
Explanation:
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

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