

➤ **Vendor: Cisco**

➤ **Exam Code: 820-605**

➤ **Exam Name: Cisco Customer Success Manager (DTCSM)**

➤ **New Updated Questions from [Braindump2go](#) (Updated in [October/2021](#))**

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**QUESTION 56**

What is a type of expansion opportunity?

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

**Answer: B**

**QUESTION 57**

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

**Answer: D**

**QUESTION 58**

Which adoption barrier results from failing to identify key stakeholders?

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

**Answer: C**

**QUESTION 59**

What is the value proposition of customer success for customers?

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

**Answer: B**

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**QUESTION 60**

What is a consideration in evaluating readiness for adoption?

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

**Answer: C**

**QUESTION 61**

What is a barrier to adopting software tools?

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

**Answer: A**

**QUESTION 62**

A customer voices frustration because the purchased solution is not being adopted as expected within the organization, and the organization's new leadership does not have a historical perspective of the expected outcomes. Which two activities should the Customer Success Manager initiate to create mitigation plans to address these risk factors? (Choose two)

- A. Research the list of accelerators.
- B. Review the account health score.
- C. Analyze the adoption report.
- D. Examine the recent QBR results.
- E. Evaluate the architecture value cards.

**Answer: CD**

**QUESTION 63**

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: B**

**QUESTION 64**

On which two objectives should communication with customer executives focus? (Choose two)

- A. return on investment
- B. new sales
- C. product improvement
- D. user training
- E. time to value

**Answer: AE**

**QUESTION 65**

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.

**Answer: D**

**QUESTION 66**

Which activity reduces the risk of chum?

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

**Answer: C**

**QUESTION 67**

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

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

**Answer: A**

**QUESTION 68**

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: B**

**QUESTION 69**

What is the first step a Customer Success Manager should take to identify why the solution was purchased?

- A. Review the bill of materials
- B. Evaluate the Customer Success Plan
- C. Collaborate with the sales team.
- D. Engage with the customer

**Answer: D**

**QUESTION 70**

During the delivery of a security solution, adoption barriers were identified. Those barriers were addressed, and the

customer's business goals are now fulfilled. The customer is pleased with their solution and shares this experience in blogs and social medi

- A. In which stage is the customer?
- B. Adoption
- C. Optimize
- D. Expand
- E. Advocate

**Answer: D**

**QUESTION 71**

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: BC**

**QUESTION 72**

Which task drives advocacy with customer stakeholders?

- A. creating a success story
- B. creating a Customer Success Plan
- C. creating technical documentation
- D. creating a stakeholder map

**Answer: B**

**QUESTION 73**

Why should a customer's success be documented?

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

**Answer: A**

**QUESTION 74**

What defines customer success?

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

**Answer: C**

**QUESTION 75**

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

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

**Answer: D**

**QUESTION 76**

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

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

**Answer: BE**