Exam Code: 820-605
Exam Name: Cisco Customer Success Manager (CSM)

Exam A

QUESTION 1
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 media. In which stage is the customer?

A. Adoption

B. Optimize

C. Expand

D. Advocate

Correct Answer: D
Section:

QUESTION 2
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

Correct Answer: C, D
Section:

QUESTION 3
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.

Correct Answer: A
Section:

QUESTION 4
From a Customer Success perspective, why should the customer's health be monitored?

A. to provide the opportunity to address any changes in the customer's experience around the solution

B. to identify unused licenses so they can be addressed via a service improvement plan

C. to directly enable renewals

D. to give the customer valuable insight so they can automatically renew critical services on time

Correct Answer: A
Section:

QUESTION 5
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

Correct Answer: A, E
Section:

QUESTION 6
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 surveys all end users for product feedback.
C. The adoption campaign notifies customers of a critical bug.
D. The adoption campaign provides free trial licenses for feature upgrades.
E. The adoption campaign provides free user training.

Correct Answer: B, E
Section:

QUESTION 7
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

Correct Answer: A
Section:

QUESTION 8
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

Correct Answer: A
Section:

QUESTION 9
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.

Correct Answer: C
Section:

QUESTION 10
Which type of KPI is of the most interest to Customer Success?

A. business KPIs that define progress to the Business Outcome
B. sales KPIs for revenue generation
C. IT services KPIs for operations
D. OPEX KPIs that define the operational costs of the company

Correct Answer: A
Section:

QUESTION 11
A Customer Success Manager is creating an adoption campaign for a customer. Where should the campaign focus to identify expand opportunities?

A. Increase solution discount.
B. Identify workshops that could optimize performance.
C. Explore additional use cases to achieve business outcomes.
D. Confirm all required items have been purchased.

Correct Answer: C
Section:

QUESTION 12
How does the Customer Success Manager identify the product and solutions purchased by a customer?

A. Baseline products and solutions with the account team
B. Check sales for the customer pipeline to record products and solutions
C. Tour facility with the customer to catalog products and solutions
D. Review statement of work to archive products and solutions mentioned

Correct Answer: D
Section:

QUESTION 13
What is a lagging indicator?

A. increase in the number of trained users
B. adoption of a product
C. development of a new product
D. increase in the net promoter score

Correct Answer: D
Section:

QUESTION 14
Which metric is used to determine how much should be spent to acquire a customer?

A. ACV
B. MRR
C. LTV
D. ATR

Correct Answer: C
Section:

QUESTION 15
In an onboarding session, introductions to new stakeholders were made, new KPIs were collated, and desired use cases were discussed. Which step does the Customer Success Manager take next?

A. Document the session, stakeholder interests, and metrics for leadership
B. Create a success plan to be reviewed with the customer at the next review meeting
C. Provide technical configuration for development
D. Discuss new opportunities and new products to purchase

Correct Answer: B
Section:

QUESTION 16
Which of these is included in a success plan?

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

Correct Answer: B, D
Section:

QUESTION 17
How should a Customer Success Manager resolve a customer's skill gap for a new product?

A. Allow the customer time to initiate action to address skill gaps on their terms
B. Create a blog post to publish on the company's engineering community website
C. Deliver skills required by role with associated training for the product
D. Email a technical material link to customer stakeholders

Correct Answer: C
Section:

QUESTION 18
Which two elements are used to track and measure as key performance indicators? (Choose two.)

A. lagging
B. learning
C. scoping
D. leading
E. strategizing

Correct Answer: A, D
Section:

QUESTION 19
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

Correct Answer: C
Section:

QUESTION 20
What are two barriers of adoption in an organization? (Choose two.)

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

Correct Answer: B, D
Section:

QUESTION 21
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
Section:

QUESTION 22
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
Section:

QUESTION 23
Which list of components of a Customer Success Quarterly Success Review is common?

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

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

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

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

Correct Answer: B
Section:

QUESTION 24
What is a key driver that is creating the need for customer success?

A. financial resources

B. subscription economy

C. advanced specializations

D. portfolio management

Correct Answer: B
Section:

QUESTION 25
Why should a customer's success be documented?

A. to establish KPIs that measure success

B. to document roles and responsibilities for project management

C. to provide awareness of the value achieved by the solution

D. to provide expansion opportunities for the sales team

Correct Answer: C
Section:

QUESTION 26
What is the main objective of customer success?

A. customer's return on investment

B. known and unknown features of product and solutions

C. customer's reduction of risk

D. outcomes customers are trying to achieve

Correct Answer: D
Section:

QUESTION 27
What is the value proposition of customer success for customers?

A. incremental rewards

B. business vision support

C. technical assistance prioritization

D. external publicity

Correct Answer: B
Section:

QUESTION 28
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

Correct Answer: E
Section:

QUESTION 29
What is a financial implication of churn?

A. loss of revenue

B. increased production

C. reduced product utilization

D. contract expansion

Correct Answer: A
Section:

QUESTION 30
Which activity reduces the risk of churn?

A. expanding the customer footprint

B. lowering the service level

C. providing a discount on renewal

D. educating on product features

Correct Answer: D
Section:

QUESTION 31
A large university has deployed a new IT solution designed to improve the overall student and staff experience. Which approach will best measure success?

A. Administer twice-yearly student and staff surveys with two question related to IT

B. Measure the number of complaints raised by students

C. Use a combination of tailored surveys and IT tools-based metrics

D. Implement staff Super Users to provide feedback

Correct Answer: C
Section:

QUESTION 32
DRAG DROP
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.

Select and Place:

| customer specific industry |
| cost of the adoption service |
| desired business outcome |
| baseline metrics / KPI |
| customer testimonials |
| expand opportunities |

Demonstrates Value

Correct Answer:

| cost of the adoption service |

| expand opportunities |

Demonstrates Value

| customer specific industry |
| desired business outcome |
| baseline metrics / KPI |
| customer testimonials |

Section:
Explanation:

QUESTION 33
Which Customer Success activity is critical from the supplier perspective?

A. identifying opportunities for sales expansion
B. driving full adoption of the company's technology across all supported solutions
C. ensuring the customer has a success plan and is achieving each milestone in a timely manner

D. listening carefully to the customer's feedback and taking actions so the company's solutions can be improved

Correct Answer: C
Section:

QUESTION 34
What is a lagging indicator of the customer achieving the value proposition?

A. product deployment

B. contract renewal

C. decrease in the number of problem reports

D. movement to evaluate stage

Correct Answer: B
Section:

QUESTION 35
Which analysis model is used to better understand the customer business environment?

A. dashboard

B. SWOT

C. renewal contract

D. RACI

Correct Answer: B
Section:

QUESTION 36
What is a financial implication of churn?

A. increase in service level

B. decrease in subscription

C. expansion of contract

D. decrease in discounts

Correct Answer: B
Section:

QUESTION 37
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

Section:

QUESTION 38
A customer informs their Customer Success Manager that they are not realizing the savings expected with their technology solution. The Customer Success Manager acknowledges the concern and takes ownership. Which action does the Customer Success Manager take first?

A. Engage the service delivery manager and request two days of free consultation for the customer
B. Communicate to the technical customer center and request that an expert contact the customer to discuss the purchased solution
C. Escalate the situation to your manager and request a customer visit to understand concerns and expectations
D. Check the account health report, review the expected outcomes in the success plan, and set up an internal meeting with the account team to discuss next steps

Correct Answer: D
Section:

QUESTION 39
Which two metrics are used by Customer Success Managers to measure customer success? (Choose two.)

A. help desk data
B. health score
C. risk management
D. telemetry
E. training surveys

Correct Answer: B, D
Section:

QUESTION 40
Which tool is used by Customer Success Manager to establish cross-functional alignment, ensure efficient execution and communication across a project team, and facilitate stakeholder management?

A. KPIs
B. Health Index Report
C. RACI
D. Stakeholder Map

Correct Answer: C
Section:

QUESTION 41
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

Correct Answer: C
Section:

QUESTION 42
Which two actions are critical when communicating with executives? (Choose two.)

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

Correct Answer: A, D
Section:

QUESTION 43
Which two results of a successful customer onboarding stage are the most important? (Choose two.)

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

Correct Answer: C, D
Section:

QUESTION 44
What are two examples of expand opportunities? (Choose two.)

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

Correct Answer: A, E
Section:

QUESTION 45
Which element of the renewal risk analysis is associated with a customer's requests to maintain existing pricing?

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

Correct Answer: A
Section:

QUESTION 46
Which scenario represents a use case expand opportunity?

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

Correct Answer: D
Section:

QUESTION 47
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.

Correct Answer: C
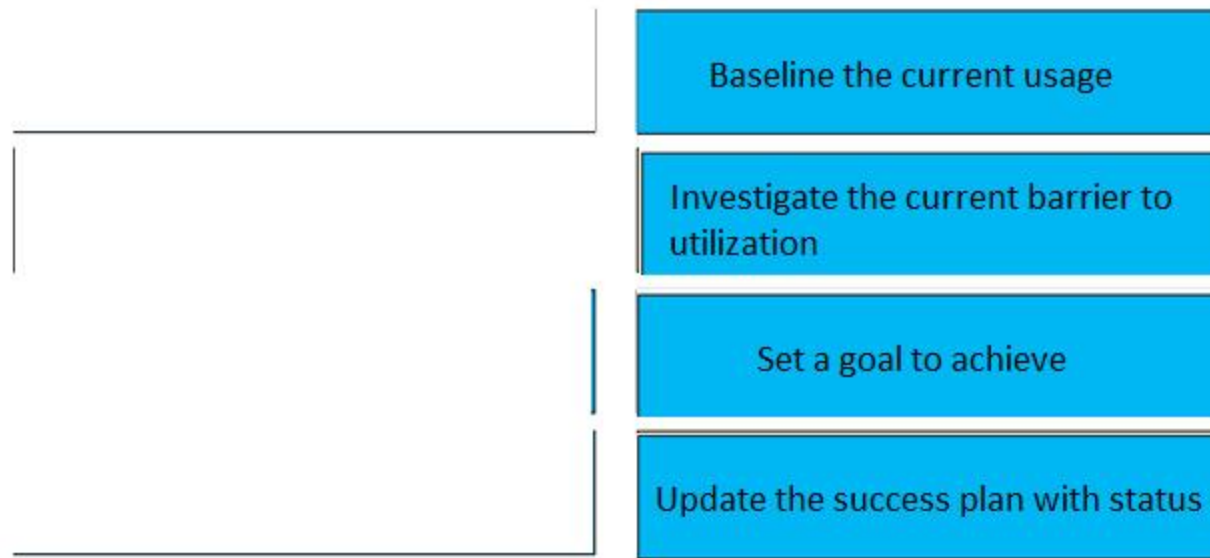**Section:**

QUESTION 48
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

Section:
Explanation:

QUESTION 49
What is the purpose of capturing moments of success with a customer?

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

Correct Answer: A
Section:

QUESTION 50
Which perspectives are covered in a balanced scorecard?

A. customer, employee, partner, risk
B. business process, customer, financial, learning, growth
C. competition, culture, financial. IT systems
D. business outcomes, customer, employee, risk

Correct Answer: B
Section:

QUESTION 51
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.

Correct Answer: A
Section:

QUESTION 52
A customer is concerned that a lot of data is presented during quarterly business reviews, but not many insights. Which action resolves this issue?

A. Provide the customer with access to the raw data to enable them to develop their own insights.

B. Appoint a customer representative to review the data and give specific suggestions.

C. Explain the limitations of the available reports and offer options to provide input to develop new reports.

D. Agree on a set of metrics and share the results and trend lines with recommendations for improvement.

Correct Answer: C
Section:

QUESTION 53
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

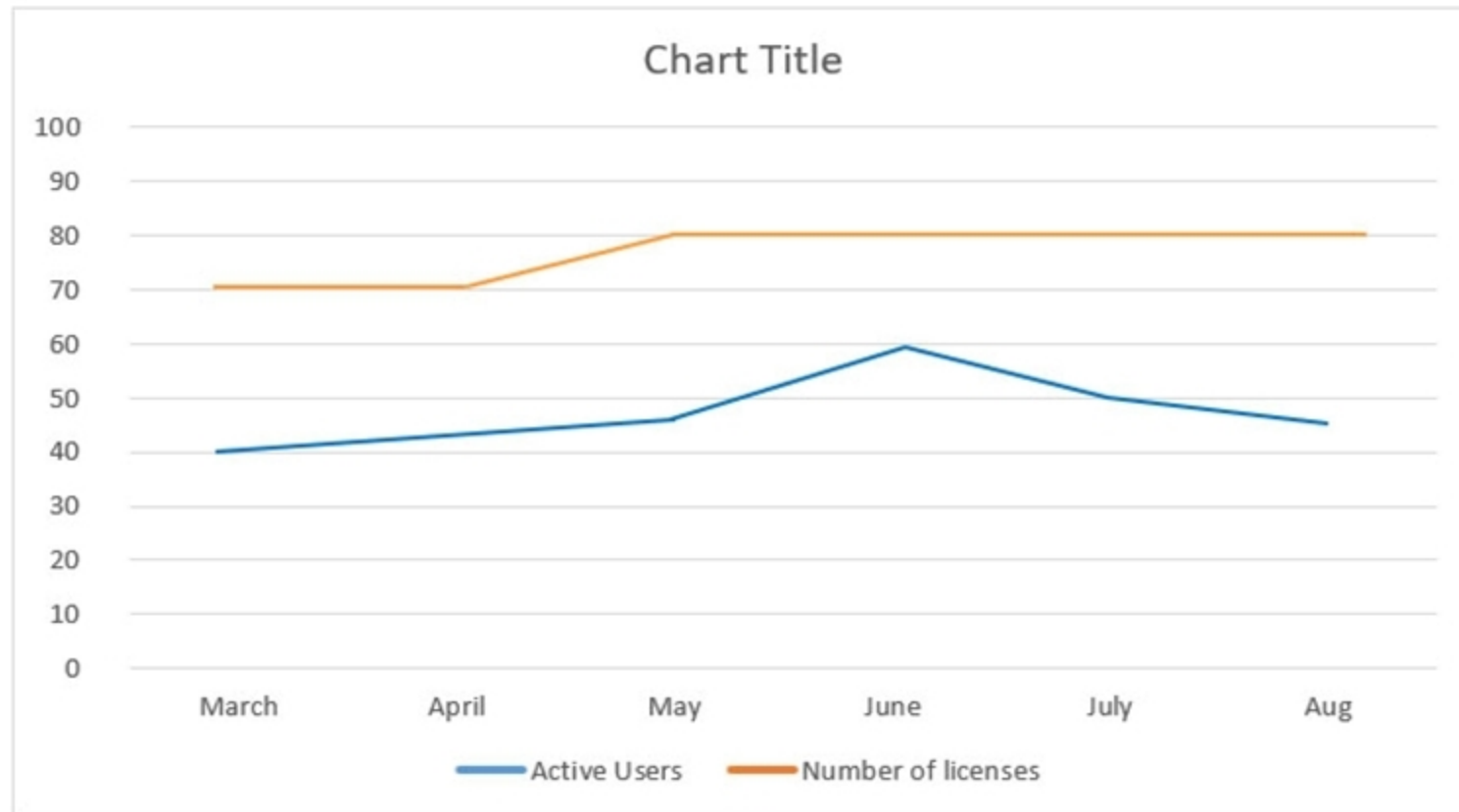D. It gives the customer valuable insight so they can automatically renew critical on time

Correct Answer: A
Section:

QUESTION 54
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 a high probability to renew and will include an expanded opportunity
B. The customer's usage is too low to correctly measure the chance of their retention
C. The customer has increased usage, which shows a strong indicator of renewal
D. The customer's usage has seen a recent decline and the chance of them churning will be higher

Correct Answer: D
Section:

QUESTION 55
While talking to employees of a customer's front-line operations, a Customer Success Manager learns that the team is evaluating a competitive solution for an existing solution they own but use minimally. What is the nextstep the Customer Success Manager should take after this conversation?

A. Host a discovery session with stakeholders to identify challenges and desired outcomes.
B. Invites the stakeholders to attend technical training on different product use cases.
C. Educate the operations team on the features and capabilities of the existing solution.
D. Ensure the customer's procurement team is aware of the existing solution and its usage history.

Correct Answer: A
Section:

QUESTION 56
Which two actions should be taken when a customer's usage is in decline? (Choose two.)

A. Show the customer how the current solution compares to the offers from a competitor.
B. Assess the capabilities of the solution against the customer's desired outcomes.
C. Tell the customer a new solution will soon be available.
D. Review the implementation plan with key customer leadership.
E. Identify changes in the customer's business processes.

Correct Answer: B, E
Section: