



820-605^{Q&As}

Cisco Customer Success Manager (DTCSM)

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**QUESTION 1**

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

Correct Answer: B

QUESTION 2

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

QUESTION 3

What defines a use case?

- A. comparison of the marketing description of what a product does and the customer's experience.
- B. list of actions that define the interactions between a role and a system to achieve a goal.
- C. list of actions or event steps that a customer uses.
- D. list of instructions customers use for their software.

Correct Answer: B

QUESTION 4

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.

Correct Answer: CD

QUESTION 5

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

QUESTION 6

- 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

Correct Answer: C

QUESTION 7

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

Reference: <https://balancedscorecard.org/bsc-basics/articles-videos/the-four-perspectives-of-the-balanced-scorecard/#:~:text=The%20four%20perspectives%20of%20a,Process%2C%20and%20Learning%20and%20Growth>

QUESTION 8

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

Correct Answer: DE

QUESTION 9

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

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

Correct Answer: B

QUESTION 10

Refer to the exhibit.

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



What is the concern for a Customer Success Manager within this task of the RACI matrix?

- A. Lack of sufficient expertise with minimal consulting stakeholders engaged.
- B. Running the risk of under communicating with too few stakeholders involved.
- C. It is difficult to get a consensus or agreement with the number of roles accountable.
- D. Too many people are responsible, which leaves no clear leader.

Correct Answer: C

QUESTION 11

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

Correct Answer: B

QUESTION 12

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

- A. Service organizations must evolve from a "break fix" business model to proactive and pre-emptive services that help prevent problems for customers before they arise and accelerate solution adoption. The CSM advises and professional services team on the best services to position.
- B. IT budgets are shifting to line of business decision makers who want to understand the business outcomes from technology investments before they purchase. The CSM supports sales with use cases and testimonials for proposed solutions.
- C. IT is increasingly adopting new consumption models. In a subscription economy, customers can cancel subscriptions if business value and tangible outcomes are not realized. The CSM ensures that the customer's business outcomes are achieved with the shortest time to value.
- D. The accelerated pace of innovation in the era of the Internet of Things confuses many customers. A CSM helps sales



position the right technologies that will accelerate success for their business.

Correct Answer: C

QUESTION 13

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

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