

820-605^{Q&As}

Cisco Customer Success Manager (DTCSM)

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QUESTION 1

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 2

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

Correct Answer: AD

QUESTION 3

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 4

As a Customer Success Manager, what is the most important metric to uncover during onboarding?

- A. cost
- B. value
- C. benefit
- D. customer relationship

Correct Answer: B

QUESTION 5

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

QUESTION 6

What is a common indicator of customer health?

- A. number of services purchased
- B. number of licenses purchased
- C. customer satisfaction metric
- D. amount of money spent on the solution

Correct Answer: C

QUESTION 7

What is a type of expansion opportunity?

- A. additional user groups
- B. positive customer sentiment

- C. strong stakeholder communication
- D. using latest release versions

Correct Answer: A

QUESTION 8

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

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

Correct Answer: C

QUESTION 9

A customer has six technical support cases open that are related to user connectivity that have negatively impacted the customer health scores for product quality and customer sentiment. After the Customer Success Manager assesses the business impact, which action creates a mitigation plan?

- A. Offer the customer a discount because of their problems.
- B. Request a meeting with customer executives.
- C. Establish a timeline of when a solution must be in place.
- D. Ensure the escalation to technical specialists.

Correct Answer: C

QUESTION 10

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

QUESTION 11

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 12

Which factor delays time to value?

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

Correct Answer: C

QUESTION 13

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

Correct Answer: C

QUESTION 14

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

Correct Answer: C

QUESTION 15

Which element evaluates a customer outcome?

- A. key performance indicators
- B. milestones
- C. metrics
- D. benchmarks

Correct Answer: A

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