820-605^{Q&As}

Cisco Customer Success Manager (DTCSM)

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QUESTION 1

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: BD

QUESTION 2

A customer is coming up for renewal in 180 days for three solutions. One of the solutions has not been fully enabled. The other two solutions are in regular use in production. How should the Customer Success Manager address the one solution that has not been fully enabled?

A. Contact the services team and request that they reach out to the customer to address the solution

B. Make the renewals manager aware that the one solution is not fully implemented but the other two are fine

C. Investigate why the customer has not enabled the solution and work with the sales and renewals teams to address the issue

D. No action is needed because the customer will probably renew and you can address the issue after the renewal

Correct Answer: B

QUESTION 3

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

Correct Answer: A

QUESTION 4

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

Correct Answer: AC

QUESTION 5

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
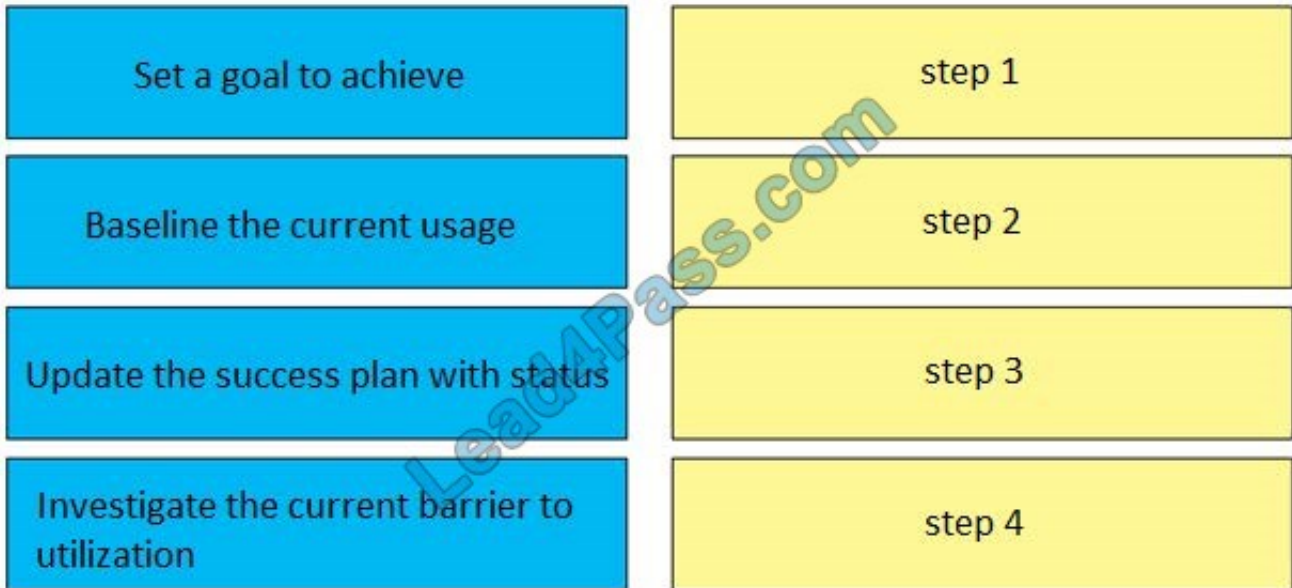
E. results that are not measurable

Correct Answer: AB

QUESTION 6

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

QUESTION 7

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

QUESTION 8

The customer wants to improve operational expenditure and reduce the C02 footprint of the organization. Which two business outcomes are critical to the company\\'s success? (Choose two.)

A. sustainability

B. credibility

C. time to market

D. business growth

E. cost efficiency

Correct Answer: AE

Reference: https://www.tandfonline.com/doi/full/10.1080/17583004.2017.1386533

QUESTION 9

What is the term for the gap between the features and functions that customers purchase and the features and functions that they use?

A. capability gap

B. financial gap

C. consumption gap

D. organizational gap

Correct Answer: C

Reference: https://www.customersuccessmanager.com/blogs/the-consumption-gap

QUESTION 10

The Customer Success Manager notices that their customer has delayed going into production. Which action does the Customer Success Manager consider?

A. Suggest that the customer replace their existing staff

B. Provide the customer with a chargeable deployment service

C. Re-enforce the time to value of the solution

D. Give the customer a discount on a future purchase

Correct Answer: C

QUESTION 11

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

QUESTION 12

DRAG DROP

Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

Select and Place:

business outcomes	valid element of a success plan
confidential customer information	valid element of a success plan
customer financial statements	valid element of a success plan
detailed training plan	
key initiatives	
QSR review dates	

Correct Answer:

business outcomes	detailed training plan
confidential customer information	key initiatives
	customer financial statements

QSR review dates

QUESTION 13

What is a financial implication of churn?

A. loss of revenue

B. increased production

C. reduced product utilization

D. contract expansion

Correct Answer: A

Reference: https://www.clientsuccess.com/blog/true-cost-customer-churn-part-1/

QUESTION 14

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

Reference: https://useriq.com/user-adoption-barriers/

QUESTION 15

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

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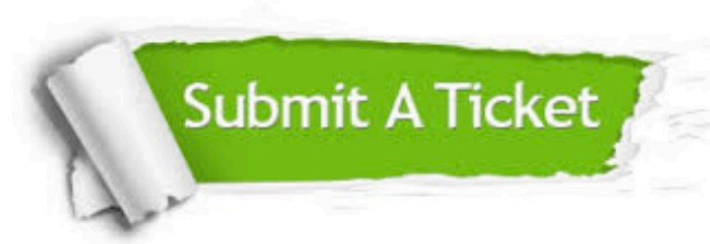
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