820-605^{Q&As}

Cisco Customer Success Manager (DTCSM)

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QUESTION 1

Which two actions should the Customer Success Manager take throughout the quarter to support their customer? (Choose two.)

A. No action is necessary as long as the health index is green

B. Observe the online image of the customer

C. Review and update the success plan for ongoing activities

D. Manage the service issues and escalations

E. Join the sales and marketing strategy meetings

Correct Answer: CD

QUESTION 2

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: CD

QUESTION 3

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 4

What is the order of the key elements of process improvement for Customer Success?

A. measure, define, analyze, control, improve

B. define, measure, analyze, improve, control

C. define, analyze, measure, improve, control

D. analyze, define, measure, control, improve

Correct Answer: B

Reference: https://www.pmi.org/learning/library/five-elements-process-oriented-project-6946#:~:text=DMAIC%20stands%20for%20Define%2C%20Measure,understand%2C%20and%20simply%20make%20sense

QUESTION 5

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: BD

QUESTION 6

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

Correct Answer: B

The issue here is a technical one that is causing the adoption barrier so it would be technical specialist that would need to be engaged to help resolve this. The CSS could certainly be involved but when that person realised that the barrier was purely technical they should be engaging the technical specialist to resolve it.

QUESTION 7

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

QUESTION 8

Which type of information should be captured during the first customer engagement?

A. cases escalated to technical support

B. expansion opportunities

C. customer\\'s desired outcomes

D. stakeholder map

Correct Answer: C

QUESTION 9

Refer to the exhibit.

Customer Name	Health Index	Utilization Score	Quality Score	Sentiment Score	Financial Score
Company A	72	64	72	55	61
Company B	41	58	55	49	29
Company C	61	55	70	83	67

Which action should the Customer Success Manager take to improve the health index of Company B?

A. Analyze annual recurring revenue growth and reduce renewal risks associated with technology.

B. Perform a marketing campaign and design a roadmap of new products.

C. Provide recommendations for training and offer scripts for learning products.

D. Observe the net promoter scores and how likely the customer is to create a success story.

Correct Answer: A

QUESTION 10

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	
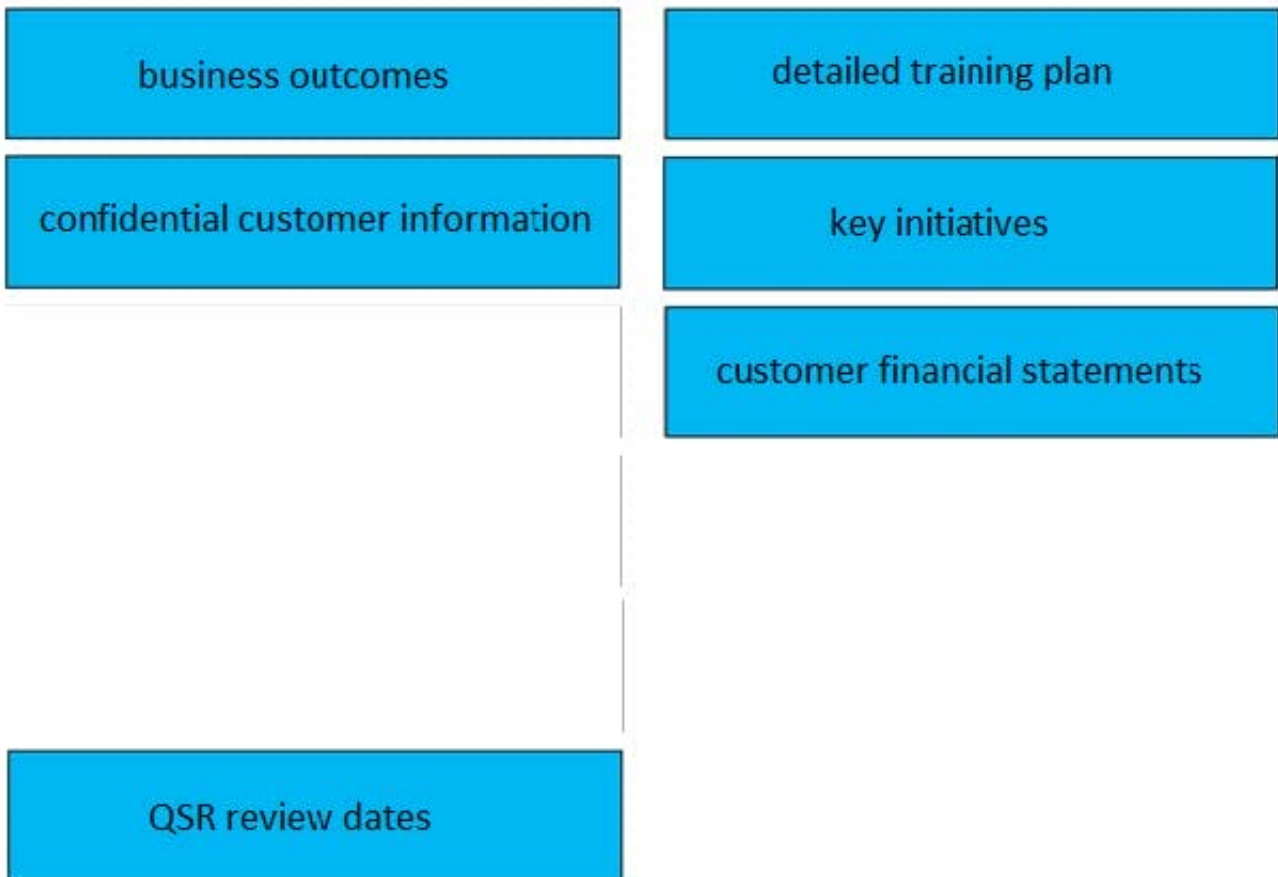
QUESTION 11

Refer to the exhibit.

Account Baseline

Success Priorities	Solution	Stage and health						
Drive cost down while inproving operational effeciencies	Product A	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product B	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product C	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product D	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product E	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product F	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product G	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize

Based on the stage and health reflected, what must be the first priority of the success plan?

A. Design and propose a discount on product G.

B. Contact and collaborate with the individuals involved in the onboarding of product E.

C. Offer and encourage the opportunity for the customer to participate in a success story for product F.

D. Identify and document barriers that impact product C.

Correct Answer: D

QUESTION 12

A customer does not feel they have received value from a software solution, and the 3-year contract is expiring in 60 days. The customer is hesitant to continue spending money and is considering other alternatives. Which stakeholder is responsible for ensuring that the customer realizes value from solutions coming up for renewal?

A. Renewals Manager

B. Account Manager

C. Product Sales Specialist

D. Customer Success Manager

Correct Answer: D

QUESTION 13

Which method is directly associated with evaluating a customer outcome?

A. milestones

B. key performance indicators

C. metrics

D. benchmarks

Correct Answer: B

QUESTION 14

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 15

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

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