

# 820-605<sup>Q&As</sup>

Cisco Customer Success Manager (DTCSM)

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### QUESTION 1

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

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### QUESTION 2

Which definition of customer success is true?

- A. It is the business methodology of ensuring that customers achieve their expected and unexpected outcomes while using your product or service.
- B. It is a business methodology for increasing recurring revenues by minimizing the risk of churn while driving adoption and expansion.
- C. It is the business methodology of ensuring that customers are always on the latest software releases and subscription contracts so that they can focus on the core business activities that make them successful.
- D. It is a measure of the Net Promoter Score that results from a disciplined engagement of sales, services, marketing, and customer success teams working seamlessly to deliver a positive experience for the customer.

Correct Answer: A

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### QUESTION 3

Which task drives advocacy with customer stakeholders?

- A. creating a success story
- B. creating a Customer Success Plan
- C. creating technical documentation
- D. creating a stakeholder map

Correct Answer: A

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**QUESTION 4**

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

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**QUESTION 5**

Which role within a Customer Success organization acts as a single contact point for a customer across multiple technologies?

- A. Delivery Team
- B. Account Manager
- C. Customer Success Manager
- D. Customer Success Specialist

Correct Answer: C

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**QUESTION 6**

What is a technical adoption barrier?

- A. lack of integration with other products
- B. underutilization of licenses
- C. untrained customer user group
- D. customer not measuring product value

Correct Answer: A

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**QUESTION 7**

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

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#### QUESTION 8

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

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#### QUESTION 9

A customer wants to deploy new technology. The Customer Success Manager is concerned the customer is not ready to adopt the solution. Which steps with the Project and Operations teams ensure a successful adoption?

- A. Conduct an end-user assessment, determine gaps, and suggest appropriate training for all users of the new technology.
- B. Assign internal resources to develop and deliver training to the customer's IT staff to ensure the project is successful.
- C. Complete a knowledge assessment of the Project and Operations teams, determine gaps, and develop a training plan.
- D. Research the best training available for this new technology and ensure as many IT staff as possible attend the training.

Correct Answer: A

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#### QUESTION 10

Which sources should be used to uncover customer barriers?

- A. data, health score, intuition
- B. conversation, data, health score
- C. intuition, observation, data

D. observation, conversation, data

Correct Answer: D

**QUESTION 11**

DRAG DROP

The Customer Success Manager is preparing for a review meeting. The customer has asked for a balance between subjective and objective metrics. Drag and drop the inputs from the left onto the correct subjective and objective categories on the right.

Select and Place:

customer's perceived value	Objective <input type="text"/> <input type="text"/> <input type="text"/>
customer satisfaction ratings	
number of customer escalations	
number of customers retained	Subjective <input type="text"/> <input type="text"/> <input type="text"/>
percentage of marketing emails that are opened and responded to	
value feedback	

Correct Answer:



**QUESTION 12**

The customer purchased a solution with a specific use case in mind but has not yet expressed interest in additional use cases. Which two actions gain their commitment to add use cases? (Choose two.)

- A. Identify target outcomes based on known challenges to demonstrate how a new use case could help achieve them.
- B. Recognize tools that compete with the expansion opportunity and offer discounts to switch.
- C. Conduct a discovery session to uncover their additional pain points.
- D. Provide additional training on the current use case to drive adoption.
- E. Present case studies that outline the benefits they achieved and highlight compelling metrics.

Correct Answer: AD

**QUESTION 13**

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

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**QUESTION 14**

At which lifecycle stage does the Customer Success Manager identify the solution purchased?

- A. Onboard
- B. Purchase
- C. Implement
- D. Select

Correct Answer: D

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**QUESTION 15**

Which type of analytics has telemetry that demonstrates the customer's use of the software and actions to date?

- A. diagnostic
- B. descriptive
- C. prescriptive
- D. predictive

Correct Answer: B

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