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# **Cisco**

## **820-605**

### **Cisco Customer Success Manager**



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### **Product Version**

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# Latest Version: 15.1

## Question: 1

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.

**Answer: C**

Explanation:

The correct answer is C, which highlights the shift towards subscription models in IT and the role of the Customer Success Manager (CSM) in ensuring customers achieve their business outcomes and realize value from their subscriptions. This trend is a key driver for companies to invest in Customer Success practices and roles, as the ongoing satisfaction and perceived value are critical in a subscription economy where customers have the flexibility to cancel services that do not meet their expectations

## Question: 2

Which list of components of a Customer Success Quarterly Success Review is common?

- A. results from prior quarter, product roadmap, proposed marketing new products, and confirm goals for the next quarter
- B. results from prior quarter, agreed actions completed, benchmarking with the market, and confirm goals for next quarter
- C. results from prior quarter, services delivered, issues and open services cases, and confirm goals for next quarter
- D. results from prior quarter, cover roadmap and promote new products, and confirm goals for next quarter

**Answer: B**

Explanation:

The most common components of a Customer Success Quarterly Success Review include the results from the prior quarter, agreed actions that have been completed, benchmarking with the market, and confirmation of goals for the next quarter. This approach ensures that the review is focused on measurable outcomes and continuous improvement, aligning with best practices in customer success management

### Question: 3

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.

**Answer: A**

Explanation:

The true definition of customer success is A, which states that it is the business methodology of ensuring customers achieve their expected and unexpected outcomes while using your product or service. This encompasses the holistic approach of customer success to ensure customers find value in the product or service, beyond just the anticipated results

### Question: 4

Which statement describes the difference between customer success and customer sales?

- A. Customer sales is about selling solutions to meet business needs. Customer success is about getting customers to utilize those solutions to get the value they intended.
- B. Customer sales is about getting customers to utilize their solutions to get the value they intended. Customer success is about making sure the customer deploys the solution within an effective timeline.
- C. Customer sales is about getting customers to utilize their solutions to get the value they intended. Customer success is about expanding the customer's portfolio.
- D. Customer sales is about selling solutions to meet business needs. Customer success is about finding product opportunities for sales as the customer utilizes their current solution.

**Answer: A**

Explanation:

The difference between customer success and customer sales is accurately described in A. Customer sales focuses on selling solutions to meet business needs, while customer success is about ensuring that customers utilize those solutions to get the value they intended. This highlights the proactive role of customer success in driving value realization for the customer

### Question: 5

Which two outcomes are the primary goals when introducing the customer to Customer Success?  
(Choose two.)

- A. completion of customer training
- B. identification of customer business outcomes
- C. review of product roadmap
- D. scheduling of Quarterly Success Review
- E. alignment of key stakeholders

**Answer: B, E**

Explanation:

The primary goals when introducing the customer to Customer Success are B, the identification of customer business outcomes, and E, the alignment of key stakeholders. These outcomes ensure that the customer success efforts are aligned with the customer's business objectives and that all relevant parties are engaged in the success plan<sup>1</sup>.

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