820-605 Q&As

Cisco Customer Success Manager (DTCSM)

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QUESTION 1

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 2

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 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

Refer to the exhibit.

Task	Stakeholder 1	Stakeholder 2	Stakeholder 3	Stakeholder 4	Stakeholder 5	Stakeholder 6
Project Task 1	R	A	C	A	I	A

What is the problem with this RACI example?

A. Every task should have four people consulted.

B. No one has multiple roles.

C. More stakeholders should be involved.

D. Too many people are accountable for this task.

Correct Answer: D

QUESTION 5

Which two Customer Success approaches should a Customer Success Manager provide for their customers that face stalled implementation? (Choose two.)

A. Sell additional training to the customer.

B. Introduce new features that have been recently enabled within the product.

C. Review priorities from the Success Plan with customer leadership.

D. Offer upfront discounts and secure the business for as many years as possible.

E. Determine if there has been a change in resourcing or stakeholders.

Correct Answer: CE