Vendor: Cisco

Exam Code:820-605

Exam Name: Cisco Customer Success Manager
(DTCSM)

Version: Demo

QUESTION 1

The executive team decided to purchase 500 licenses to reduce costs and replace the existing solution, which has been in place for the last 10 years. The end-users were not consulted. Three months into the project, reports show the consumption analytics indicate a high usage of the old system and only 75 licenses active in the new software. Which two adoption barriers must be investigated? (Choose two)

A. limited telemetry

B. purchase policy process

C. lack of common features

D. lack of communication

E. business misalignment

Correct Answer: DE

QUESTION 2

Which two metrics are used by Customer Success Managers to measure customer success? (Choose two.)

A. help desk data

B. health score

C. risk management

D. telemetry

E. training surveys

Correct Answer: BD

QUESTION 3

What is a purpose of a customer stakeholder map?

A. to create a communication plan

B. to build a product roadmap

C. to establish a training plan

D. to identify the critical elements of customer culture

Correct Answer: A

QUESTION 4

Which term describes the gap between the features and functions customers purchases and the features and functions customers use?

A. consumption

B. organizational

C. financial

D. capability

Correct Answer: A

QUESTION 5

Which expense is an operating expense (OPEX)?

A. payroll

B. computer equipment

C. software

D. office improvements

Correct Answer: A

QUESTION 6

Which element of the renewal risk analysis is associated with a customer\\'s requests to maintain existing pricing?

A. customer budget

B. adoption barriers

C. value realization

D. competitive differentiation

Correct Answer: A

QUESTION 7

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 8

What is a consideration in evaluating readiness for adoption?

A. Identify features or functions that are not deployed or underutilized.

B. Identify potential accelerators that could optimize performance.

C. Review customer acceptance test plan.

D. Validate that all required items have been purchased.

Correct Answer: C

QUESTION 9

During the delivery of a security solution, adoption barriers were identified. Those barriers were addressed, and the customer\\'s business goals are now fulfilled. The customer is pleased with their solution and shares this experience in blogs and social media. In which stage is the customer?

A. Adoption

B. Optimize

C. Expand

D. Advocate

Correct Answer: D

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

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

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QUESTION 12

Refer to the exhibit.

Customer Name	Health Index	Utilization Score	Quality Score	Sentiment Score	Financial Score
Company A	44	29	59	55	61
Company B	72	72	72	64	60
Company C	51	41	41	83	67

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

A. Analyze annual recurring revenue growth, renewal rates of other products, and timeliness of bill pay.

B. Observe net promotor scores and how likely the customer is to recommend the products to someone else.

C. Provide recommendations for training or suggest new features based on data analysis.

D. Perform a marketing campaign and share the roadmap of new products.

Correct Answer: C