820-605^{Q&As}

Cisco Customer Success Manager (DTCSM)

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QUESTION 1

A client deployed a new collaboration solution six months ago. Utilization telemetry indicates only 60% of activated users are engaging with the solution. Which two actions should the Customer Success Manager recommend to the client? (Choose two.)

A. Have marketing write a blog post about the new solution.

B. Encourage the customer to purchase updated endpoints.

C. Block all alternative chat and video collaboration systems.

D. Conduct a survey to determine which collaboration solutions users are using.

E. Advertise additional user training sessions throughout the organization.

Correct Answer: DE

QUESTION 2

Customer A has 120.000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome is to create a cost-savings, self-serve approach to achieve business innovation through face-to-face communications. Which two main barriers to adoption does the customer face? (Choose two.)

A. technical barrier

B. cultural barrier

C. product barrier

D. cost barrier

Correct Answer: AB

QUESTION 3

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.

Correct Answer: C

QUESTION 4

On which two objectives should communication with customer executives focus? (Choose two)

A. return on investment

B. new sales

C. product improvement

D. user training

E. time to value

Correct Answer: AE

QUESTION 5

In which stage does the Customer Success Manager initially validate stakeholders?

A. onboarding

B. deployment

C. utilization

D. purchase

Correct Answer: A

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