Cisco Customer Success Manager (CSM)

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

Answer(s): C

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2. What are two barriers of adoption in an organization? (Choose two.)

☐ A. new product sales motion

☐ B. lack of knowledge on solution

☐ C. organizational announcements

☐ D. implementation issues

☐ E. hiring practices

Answer(s): B D

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3. In an onboarding session, introductions to new stakeholders were made, new KPIs were collated, and desired use cases were discussed.
Which step does the Customer Success Manager take next?

A. Document the session, stakeholder interests, and metrics for leadership

B. Create a success plan to be reviewed with the customer at the next review meeting

C. Provide technical configuration for development

D. Discuss new opportunities and new products to purchase

Answer(s): B

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4. 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(s): C

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5. Which item should the Customer Success Manager focus on to enable the adoption of a software solution?

A. KPI that will be improved by the new product solution

B. current existing products that are being displaced by the solution

C. current configuration guide of the product solution

D. product use case that will achieve the desired outcome

Answer(s): D

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6. Which two actions should the Customer Success Manager take throughout the quarter to support their customer? (Choose two.)

- ☐ A. No action is necessary as long as the health index is green

- ☐ B. Observe the online image of the customer

- ☐ C. Review and update the success plan for ongoing activities

- ☐ D. Manage the service issues and escalations

- ☐ E. Join the sales and marketing strategy meetings

Answer(s): C D

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7. A customer is coming up for renewal in 180 days for three solutions. One of the solutions has not been fully enabled. The other two solutions are in regular use in production. How should the Customer Success Manager address the one solution that has not been fully enabled?

- A. Contact the services team and request that they reach out to the customer to address the solution

- B. Make the renewals manager aware that the one solution is not fully implemented but the other two are fine

- C. Investigate why the customer has not enabled the solution and work with the sales and renewals teams to address the issue

- D. No action is needed because the customer will probably renew and you can address the issue after the renewal

Answer(s): B

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8. Which of these is included in a success plan?

- A. confidential customer information

- B. customer business outcomes

- C. customer HR processes

- D. services cost

Answer(s): B

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9. Your customer's business outcome is to drive employee efficiencies.
Which key metrics measure this outcome?

A. increase in new subscribers or increase in end users

B. number of incidents reported or number of compliance issues

C. reduction in headcount or operational support costs

D. customer and employee feedback

E. number of activities completed or increase in direct time

Answer(s): E

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10. What is a financial implication of churn?

A. loss of revenue

B. increased production

C. reduced product utilization

D. contract expansion

Answer(s): A

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11. The Customer Success Manager notices that their customer has delayed going into production.
Which action does the Customer Success Manager consider?

A. Suggest that the customer replace their existing staff

B. Provide the customer with a chargeable deployment service

C. Re-enforce the time to value of the solution

D. Give the customer a discount on a future purchase

Answer(s): C

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12. 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(s): B

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13. The customer wants to improve operational expenditure and reduce the C02 footprint of the organization.
Which two business outcomes are critical to the company's success? (Choose two.)

☐ A. sustainability

☐ B. credibility

☐ C. time to market

☐ D. business growth

☐ E. cost efficiency

Answer(s): B E

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14. 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

Answer(s): C

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15. 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

Answer(s): A D

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16. Which type of analytics has telemetry that shows the customer's use of the software and defines what has happened to date?
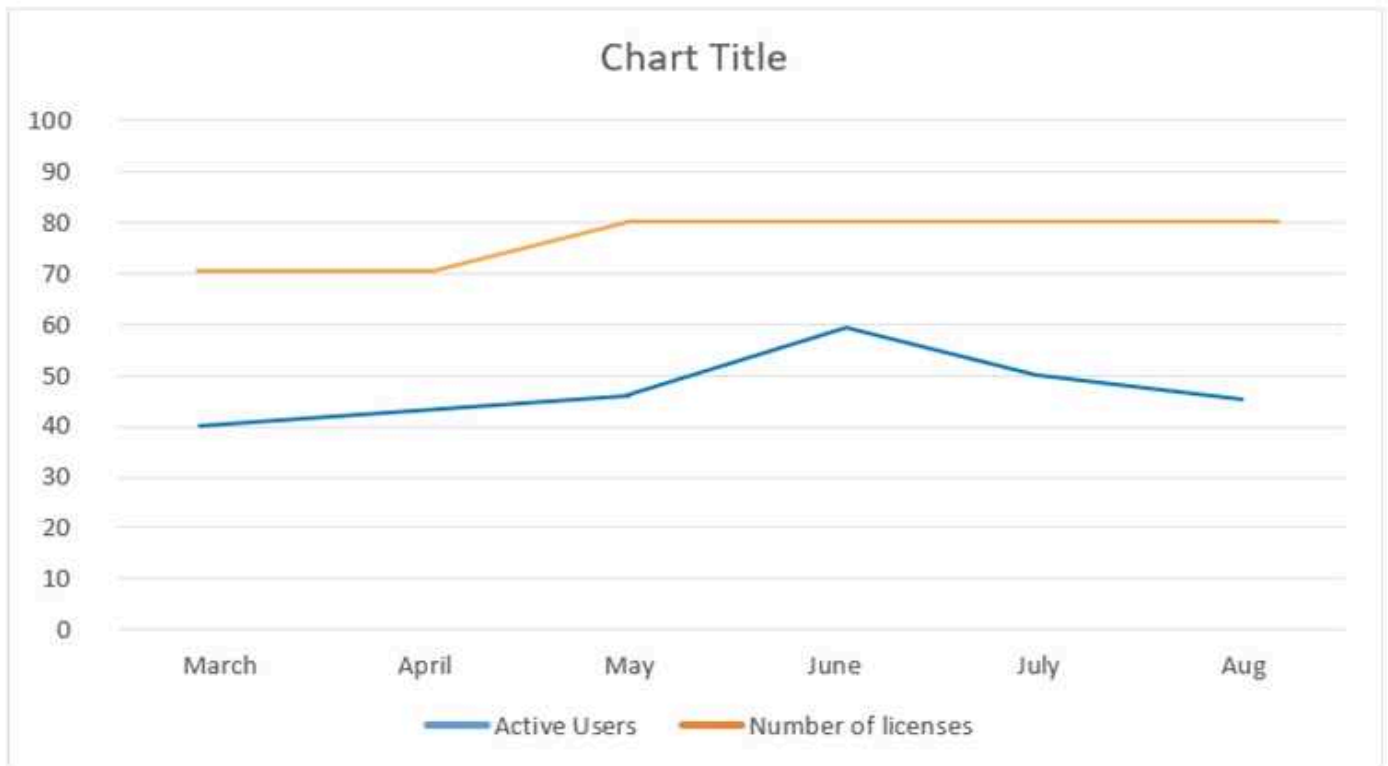
A. descriptive

B. diagnostic

C. prescriptive

D. predictive

Answer(s): B

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17. Refer to the exhibit.

Chart Title

The graph shows a customer with a software product and highlights the number of paid- for licenses (shown with the orange line) and the number of users actively using the product (shown with the blue line). Which statement about the customer is true?

A. The customer has a high probability to renew and will include an expanded opportunity

B. The customer's usage is too low to correctly measure the chance of their retention

C. The customer has increased usage, which shows a strong indicator of renewal

D. The customer's usage has seen a recent decline and the chance of them churning will be higher

Answer(s): D

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18. 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(s): A

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19. Which statement describes an end user adoption barrier?

A. There are insufficient licenses for additional staff from a newly acquired company to use the solution.

B. The CIO insists on conducting training for all heads of department before deploying the new Collaboration solution.

C. The budget is insufficient to implement the solution for a new branch of the business.

D. Staff refuses to change their habits and continues to use a noncompliant social media application to conduct business communications.

Answer(s): D

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20. You are a Customer Success Manager and have just been assigned a strategic new account. Which course of action is the best to help you prepare for the first customer introduction meeting?

A. Engage with the account team to understand the expansion opportunities

B. Perform a deep analysis of all the sales orders to the past 24 months

C. Build an understanding of your customer's business and market trends and priorities

D. Speak the internal contacts to understand the customer sentiment and outstanding escalations

Answer(s): C