DUMPSARENA

Cisco Customer Success Manager (CSM)

Cisco 820-605

Version Demo

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Topic Break Down

Topic	No. of Questions
Topic 1, Customer Success Fundamentals	45
Topic 2, Customer Success Strategy	12
Topic 3, Customer Success Planning	40
Topic 4, Customer Success Adoption	79
Topic 5, Customer Success Lifecycle	34
Topic 6, Customer Success Renewal	22
Total	232

QUESTION NO: 1

What are two drivers for Customer Success? (Chooser two)

A. The customer trusts that Cisco support will solve any issues.

B. The customer receives training for new products and services.

C. The customer recognizes the value of initial use case implementations.

D. The customer gives feedback about the purchased product.

E. The mature and fully deployed solution is running in production.

ANSWER: B C

Explanation:

Customer Success is driven by customer adoption and by the realization of measurable value from the technology investment. “The customer receives training for new products and services.” directly supports adoption because training develops the skills and confidence required for users and administrators to consume capabilities effectively. It helps the customer progress beyond purchase and deployment toward regular, productive use of the solution. “The customer recognizes the value of initial use case implementations.” is also a key driver because early use cases establish tangible outcomes, validate that the solution is addressing a business need, and create momentum for broader adoption and expansion. Customer Success Managers help customers define desired outcomes, align stakeholders, enable use, and demonstrate value throughout the customer lifecycle. Training and successful initial use cases therefore reinforce the two central Customer Success outcomes: customers are able to use the solution effectively and can connect that use to business value. Cisco describes Customer Success as helping customers realize value and achieve their desired outcomes through adoption and lifecycle engagement. See Cisco Customer Success and Cisco Customer Experience Services.

QUESTION NO: 2

Which method is directly associated with evaluating a customer outcome?

A. milestones

B. key performance indicators

C. metrics

D. benchmarks

ANSWER: C

Explanation:

metrics is directly associated with evaluating a customer outcome. In customer-success practice, an outcome expresses the customer’s desired business or technical result, while metrics provide the measurable evidence used to assess progress toward, attainment of, and value realized from that result. A Customer Success Manager collaborates with customer stakeholders to establish meaningful measures early, document a baseline where appropriate, and review the measurements throughout the success lifecycle. For example, an outcome such as improving service reliability can be evaluated through measures such as availability, incident volume, mean time to resolution, or change-failure rate. The selected metrics make the outcome observable and enable an objective conversation about whether the intended value has been achieved. Cisco describes customer success as helping customers realize the value of their technology investments, which requires tracking measurable progress and results. Cisco’s Customer Success Manager certification overview also identifies the role’s focus on driving adoption and customer outcomes. See Cisco Customer Success and Cisco Certified Customer Success Manager.

QUESTION NO: 3

Which two actions help a Customer Success Manager establish a meaningful adoption baseline? (Choose two.)

A. Identify the user groups included in the initial use case.

B. Capture current usage measurements before improvement activities begin.

C. Set a renewal price before reviewing adoption.

D. Use only the overall account health score as the baseline.

E. Exclude inactive users from the initial analysis.

ANSWER: A B

Explanation:

Identify the user groups included in the initial use case and **capture current usage measurements before improvement activities begin** help establish a meaningful adoption baseline. The CSM first needs to define the relevant population, such as a department, location, administrator group, or user persona, because adoption measures have little value without a clearly understood scope.

Capturing current usage before changes are introduced provides a reference point for evaluating the effect of enablement, communications, process updates, or technical improvements. The resulting baseline allows the customer and CSM to measure progress objectively and connect adoption changes to success-plan actions. Cisco Customer Experience focuses on helping customers realize value through adoption and ongoing lifecycle engagement. See Cisco Customer Experience.

QUESTION NO: 4

The customer purchased a solution with a specific use case in mind but has not yet expressed interest in additional use cases. Which two actions gain their commitment to add use cases? (Choose two.)

A. Identify target outcomes based on known challenges to demonstrate how a new use case could help achieve them.

B. Recognize tools that compete with the expansion opportunity and offer discounts to switch.

C. Conduct a discovery session to uncover their additional pain points.

D. Provide additional training on the current use case to drive adoption.

E. Present case studies that outline the benefits they achieved and highlight compelling metrics.

ANSWER: A C

Explanation:

“Identify target outcomes based on known challenges to demonstrate how a new use case could help achieve them” is correct because it connects expansion to business value the customer already recognizes. A Customer Success Manager should frame a potential new use case in terms of measurable outcomes, such as improved operational efficiency, reduced risk, better user experience, or progress toward a strategic objective. This keeps the conversation customer-led and establishes a clear reason to invest beyond the original implementation.

“Conduct a discovery session to uncover their additional pain points” is also correct because a structured discovery discussion reveals unmet needs, stakeholder priorities, workflow gaps, and desired business results that may be addressed through additional use cases. The findings enable the Customer Success Manager to jointly prioritize opportunities and build a value-based adoption or expansion plan. Cisco’s customer-success approach emphasizes understanding desired outcomes and continuously helping customers realize value throughout their lifecycle, rather than treating the initial purchase as the endpoint. See Cisco Customer Success and Cisco Customer Experience Services.

QUESTION NO: 5

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

Refer to the exhibit. 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.

ANSWER: D

Explanation:

Too many people are accountable for this task. In a RACI matrix, the Accountable role identifies the single person who owns the outcome and has ultimate authority to approve or sign off on completion of the activity. Assigning more than one accountable stakeholder creates ambiguity about who makes the final decision, who resolves conflicts, and who is answerable if the deliverable is delayed or incomplete. This is particularly important in customer-success engagements, where clear ownership supports timely decisions, coordinated stakeholder communication, and reliable execution of the success plan. Multiple individuals can perform work (Responsible), provide input (Consulted), or receive status updates (Informed), but the final ownership for each task should remain unambiguous. A well-designed RACI therefore assigns one accountable owner to each activity while documenting the other necessary roles around that owner. This convention helps teams avoid duplicated authority and establishes a clear escalation path. See the Project Management Institute's overview of the responsibility assignment matrix and Atlassian's guidance on RACI charts.

QUESTION NO: 6

What is the barrier type when end-users are having difficulties understanding the features and functionalities of the new solution?

A. technical

B. business

C. operational

D. corporate culture

ANSWER: A

Explanation:

technical is the correct barrier type because the stated issue concerns users' ability to understand and use the capabilities built into the solution. In customer-success practice, technical barriers include obstacles connected to the technology itself and to users' interaction with it, such as solution complexity, usability challenges, configuration issues, integrations, and insufficient understanding of product features. When users cannot readily understand what functions are available or how those functions support their work, adoption and value realization can stall even after deployment is complete.

A Customer Success Manager should identify this as a technical barrier during adoption planning and then coordinate practical remediation. Appropriate actions can include targeted enablement, role-based demonstrations, in-product guidance, simplified documentation, and feedback collection to identify confusing workflows or feature gaps. Addressing the barrier helps users gain the confidence and knowledge required to incorporate the solution into their daily activities and achieve the intended outcomes. Cisco's customer-experience approach emphasizes driving adoption and realizing value throughout the customer lifecycle; the Cisco Customer Success Manager certification overview includes adoption-related customer-success responsibilities. See Cisco Customer Success Manager exam overview and Cisco Customer Experience.

QUESTION NO: 7

Which action should be taken to identify and remove barriers when a customer moves from the Implement to the Use stage in the lifecycle?

A. Provide break-fix support for technical problems experienced or observed by the customer.

B. Provide training content to address current and existing barriers.

C. Provide a detailed cost structure for the management team.

D. Provide direct and in-depth technical expertise upon customer request.

ANSWER: D

Explanation:

Provide direct and in-depth technical expertise upon customer request. Moving from implementation into use requires the customer to operationalize the deployed solution, establish adoption practices, and resolve issues that could prevent intended users or teams from realizing value. Direct access to appropriate technical expertise enables the Customer Success Manager and the customer to investigate configuration, integration, performance, or operational readiness concerns in sufficient depth. This support helps uncover the root cause of adoption blockers and gives the customer actionable guidance to remove them, allowing use of the solution to proceed effectively.

This action also aligns with Cisco's customer-experience approach, in which lifecycle success is supported by coordinated expertise and resources that help customers adopt technology and achieve targeted business outcomes. Technical engagement should be connected to the customer's success plan and desired outcomes so that identified barriers are prioritized according to their impact on adoption and value realization. Cisco describes its lifecycle-oriented success services and access to expertise at Cisco Success Tracks and its customer-experience services at Cisco Customer Experience.

QUESTION NO: 8

A customer is introducing a new collaboration workflow to several departments. Which two activities support effective organizational change management? (Choose two.)

A. communicating the reason for the change and expected value

B. providing role-based enablement for affected users

C. restricting change information to the executive sponsor

D. measuring adoption only after the project is complete

E. replacing all existing user workflows at one time without feedback

ANSWER: A B

Explanation:

Communicating the reason for the change and the expected value helps users understand why they are being asked to modify established work practices. Effective communications connect the new workflow to relevant benefits, such as faster collaboration, improved security, or a better employee experience, rather than focusing only on product features.

Providing role-based enablement supports users and administrators with the skills needed to use the new workflow successfully. Different personas have different responsibilities, so training and guidance should be relevant to the tasks they perform. Together, clear value communication and role-based enablement address common people-related adoption barriers. See Cisco Collaboration and Hybrid Work.

QUESTION NO: 9

Refer to the exhibit.

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 promoter 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.

ANSWER: C

Explanation:

Provide recommendations for training or suggest new features based on data analysis. A customer health index is intended to turn customer data into an actionable view of adoption, value realization, engagement, and risk. Where the exhibit identifies a weak utilization or adoption measure for Company A, the Customer Success Manager should use the available usage data to identify the relevant gap, such as underused capabilities, low activity among intended user groups, or workflows that have not been adopted. Targeted training gives users the knowledge and confidence to use the solution in their day-to-day work, which can increase utilization and help the customer realize the outcomes established in its success plan. Recommending relevant features based on the customer's demonstrated needs and usage patterns further connects the product's capabilities to measurable business value. These actions are customer-specific, data-led interventions that can improve the health signals being monitored and strengthen the customer's likelihood of achieving desired outcomes. Cisco describes Customer Experience services as helping customers accelerate adoption and realize value from their technology investments, and its Success Tracks approach includes guidance and expertise to support adoption throughout the lifecycle. See Cisco Customer Experience and Cisco Success Tracks.

QUESTION NO: 10

Which two actions are in adoption campaign? (Choose two.)

A. messaging to users on best practice approaches to their solution

B. messaging to stakeholders on new product releases

C. messaging to stakeholders on the new features of their solution

D. survey sent to all end users

E. renewal reminder to stakeholders

ANSWER: A D

Explanation:

An adoption campaign is intended to help end users realize value from a solution after purchase by encouraging effective, sustained use. "messaging to users on best practice approaches to their solution" directly supports this goal: it provides practical guidance that helps users apply the solution correctly, build confidence, and incorporate it into their regular workflows. Such enablement communications are a core customer-success activity because adoption depends on customers knowing how to use available capabilities to achieve their desired outcomes.

"survey sent to all end users" is also an adoption-campaign action because feedback from the user population helps the customer success team assess experience, identify adoption barriers, and determine where additional education or engagement is needed. Survey findings can be used to refine adoption activities and improve the customer's ability to obtain value from the deployed solution. Cisco frames customer success around helping customers adopt technology and achieve intended business outcomes throughout the lifecycle. See Cisco's Customer Success overview and its Customer Experience training and certifications for the customer-success lifecycle context.

QUESTION NO: 11

A customer has finalized all of their solution planning and will be deploying it over the next two weeks. As the customer Success Manager, what is the next logical step to focus on for the customer's lifecycle journey?

A. Quarterly Success Review build and delivery

B. service introduction to confirm that they know how to submit service issues at the go live

C. initial user group identified and their use cases confirmed

D. customer's stakeholders and their business outcomes

E. additional features that will align with the business outcomes

ANSWER: B C

Explanation:

With solution planning complete and deployment imminent, the Customer Success Manager should shift attention to implementation readiness and early adoption. "service introduction to confirm that they know how to submit service issues at the go live" is appropriate because the customer must know how to engage Cisco Support and use the correct support channels from day one. Establishing this operational readiness helps prevent avoidable delays during go-live and ensures that issues can be promptly logged, tracked, and resolved.

"initial user group identified and their use cases confirmed" is also a key next step because successful deployment is not merely a technical event. The initial users should be clearly defined, and their intended workflows should be validated so the deployment can support measurable early usage and demonstrate value. This group can provide adoption feedback, validate that the solution supports expected use cases, and establish a foundation for broader rollout. Cisco's lifecycle approach emphasizes progressing from implementation into adoption and value realization, while Cisco Support resources describe the processes customers use to obtain technical assistance. See Cisco Lifecycle Services and Cisco Support contacts and case assistance.

QUESTION NO: 12

Which two factors should a Customer Success Manager consider when prioritizing multiple customer adoption barriers? (Choose two.)

A. impact on the desired business outcome

B. urgency of the barrier and its related milestone

C. the number of Cisco product brochures available

D. the age of the customer account

E. the number of unrelated sales opportunities

ANSWER: A B

Explanation:

The impact of a barrier on the customer's desired business outcome is a primary prioritization factor. A barrier that prevents the customer from achieving a critical operational, financial, security, or experience objective should receive greater attention than one with limited effect on the agreed success criteria.

The urgency of the barrier is also important. A time-sensitive dependency, major service disruption, regulatory concern, or approaching business milestone may require immediate action even if other barriers are also present. Considering impact and urgency helps the Customer Success Manager sequence mitigation actions effectively and align resources to the customer's priorities. See Cisco Customer Experience.

QUESTION NO: 13

A customer complains about the number of times they must explain their problems and ask different team members to find a solution. How can this issue be avoided?

A. Share the company's organizational chart with the support team.

B. Provide customers with relevant use cases for the purchased solution.

C. Ensure that the customer knows the point of contact for product training.

D. Clarify roles and responsibilities with the stakeholders.

ANSWER: D

Explanation:

Clarify roles and responsibilities with the stakeholders is correct because a defined support and success engagement model establishes who owns the customer issue, who coordinates internal teams, and who communicates progress back to the customer. The customer should have a clear accountable contact who can manage the case across product, technical-support, training, and other specialist teams rather than requiring the customer to repeatedly restate the problem at each handoff. Documenting responsibilities and escalation paths also helps internal stakeholders collect and transfer the relevant context, maintain continuity, and ensure that the issue progresses to the appropriate resolver. This approach supports a consistent customer experience by making ownership visible and by coordinating the resources needed to achieve a resolution. Cisco describes customer-success services as helping customers realize intended outcomes throughout their lifecycle, which depends on aligning the right people and expertise around customer needs. See Cisco's Success Tracks overview and its Customer Experience services page.

QUESTION NO: 14

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

ANSWER: A

Explanation:

customer budget is the renewal-risk element associated with requests to maintain existing pricing. A request to preserve the current price signals that the customer is evaluating whether the renewal fits within approved spending limits, expected cost levels, or a constrained procurement budget. The Customer Success Manager should treat this as a commercial and financial risk indicator, then work with the account team to understand the customer's budget cycle, purchasing constraints, anticipated changes in spend, and the timing of renewal discussions. This enables the team to build an appropriate renewal plan before pricing becomes a late-stage obstacle.

In Cisco's customer-experience approach, customer success is centered on helping customers realize intended outcomes and sustain long-term value from their technology investments. Renewal planning therefore includes identifying factors that could affect the customer's ability or willingness to continue the investment, including financial considerations. Early visibility into a price-maintenance request allows the team to coordinate commercial options while preserving the customer relationship and renewal continuity. See Cisco's Customer Experience overview and Cisco Success Tracks for Cisco's customer-success and lifecycle-services context.

QUESTION NO: 15

At which lifecycle stage does the Customer Success Manager identify the solution purchased?

A. Onboard

B. Purchase

C. Implement

D. Select

ANSWER: A

Explanation:

Onboard is the correct lifecycle stage. Following a purchase, the Customer Success Manager begins onboarding by establishing the customer relationship and building an accurate understanding of the customer's environment, the solution and entitlements acquired, the intended business outcomes, and the stakeholders who will participate in the success journey. Identifying the solution purchased at this point gives the Customer Success Manager the baseline needed to tailor onboarding activities, validate the customer's objectives and use cases, coordinate the appropriate implementation resources, and start a success plan. This discovery is more than recording a transaction: it connects the purchased Cisco capabilities to the customer's desired outcomes and prepares both parties for effective adoption and value realization. Cisco's Customer Experience approach emphasizes helping customers realize value throughout their lifecycle, beginning with a structured transition into adoption after they acquire Cisco technology and services. See Cisco's overview of its Customer Experience services and its Customer Success services for the lifecycle-focused role of customer-success engagement.

QUESTION NO: 16

Which two actions should be taken when a customer's usage is in decline? (Choose two.)

A. Show the customer how the current solution compares to the offers from a competitor.

B. Assess the capabilities of the solution against the customer's desired outcomes.

C. Tell the customer a new solution will soon be available.

D. Review the implementation plan with key customer leadership.

E. Identify changes in the customer's business processes.

ANSWER: B D

Explanation:

When usage declines, a Customer Success Manager should first determine whether the deployed solution continues to support the outcomes the customer expects to achieve. "Assess the capabilities of the solution against the customer's desired outcomes" directly connects adoption behavior to the value case: it helps reveal whether the customer's needs, success measures, or required capabilities have changed and provides a fact-based basis for a recovery plan.

"Review the implementation plan with key customer leadership" is also appropriate because declining usage can result from incomplete rollout activities, insufficient enablement, unclear ownership, missing integrations, or milestones that were never completed. Engaging the relevant customer leaders validates accountability, confirms the remaining implementation work, and secures alignment on corrective actions and resources. These actions support Cisco's customer-success approach of continuously aligning technology adoption to customer objectives and managing the activities needed to realize value. Cisco describes its customer-success services and lifecycle focus at Cisco Customer Success and outlines structured adoption and value-realization services through Cisco Success Tracks.

QUESTION NO: 17

Throughout the customer lifecycle, opportunities can occur that lead to customers becoming advocates for the Customer Success Manager's company. Which two opportunities can lead to advocacy? (Choose two.)

A. moments of success when the customer acknowledges progress

B. successful contract renewal

C. green health scores over intermittent time periods

D. continuing results based on unexpected value

E. results that are not measurable

ANSWER: A D

Explanation:

Customer advocacy develops when customers have clear, positive experiences that they can confidently share with peers. “moments of success when the customer acknowledges progress” are advocacy opportunities because explicit recognition of progress shows that the customer sees the relationship and the solution as helping them move toward their intended outcomes. A Customer Success Manager can use these moments to reinforce the value achieved, capture a customer story, and invite an appropriate advocacy action, such as a reference, testimonial, case study, or peer discussion.

“continuing results based on unexpected value” also creates a strong advocacy opportunity. Advocacy is especially likely when delivered value is sustained and extends beyond the customer’s original expectations. Unexpected value can strengthen trust and enthusiasm because the customer perceives innovation, proactive guidance, and a beneficial long-term partnership rather than merely fulfillment of a transaction. The Customer Success Manager should connect these continuing results to measurable business outcomes and engage the customer while their positive sentiment is high. Cisco describes its Customer Experience approach as helping customers realize value throughout their technology lifecycle, and recognizes customer success as an ongoing, outcome-focused discipline. See Cisco Customer Experience and Cisco Customer Success.

QUESTION NO: 18

Which scenario represents a use case expand opportunity?

A. usage KPIs are on target entering the fourth quarter

B. supplementary training sessions are organized on existing features

C. solution management team adds headcount

D. endpoint security solution extended to cover data center servers in addition to laptops

ANSWER: D

Explanation:

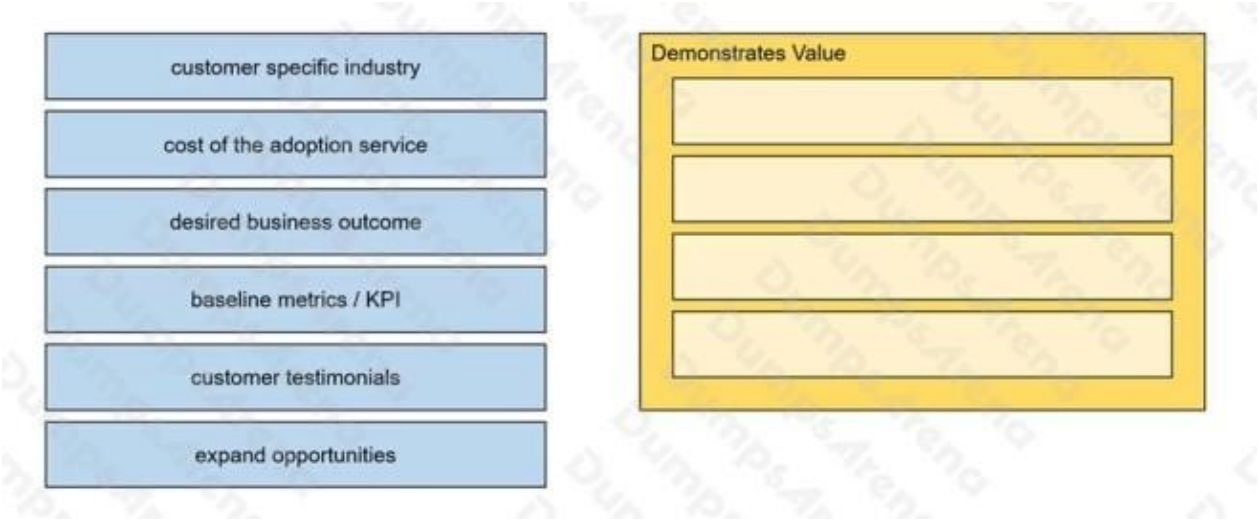
The correct scenario is *endpoint security solution extended to cover data center servers in addition to laptops*. A use-case expansion occurs when a customer realizes additional value from an existing solution by applying its capabilities to a new environment, workload, user group, or business need. In this case, the customer has already established endpoint-security coverage for laptops and is extending the same security outcome to data-center servers. This increases the scope of adoption, broadens protection across the organization, and can create a natural opportunity for additional licensing, capacity, services, or related capabilities. It is therefore an expansion grounded in demonstrated solution value rather than a standalone operational activity. Cisco’s customer-experience approach emphasizes helping customers achieve outcomes and continuously realize more value throughout the lifecycle, including through expanded adoption. Cisco also identifies servers as a supported workload for Secure Endpoint protection, making the move from laptop coverage to server coverage a practical example of extending an established security use case. See Cisco Customer Experience and Cisco Secure Endpoint.

QUESTION NO: 19 - (DRAG DROP)

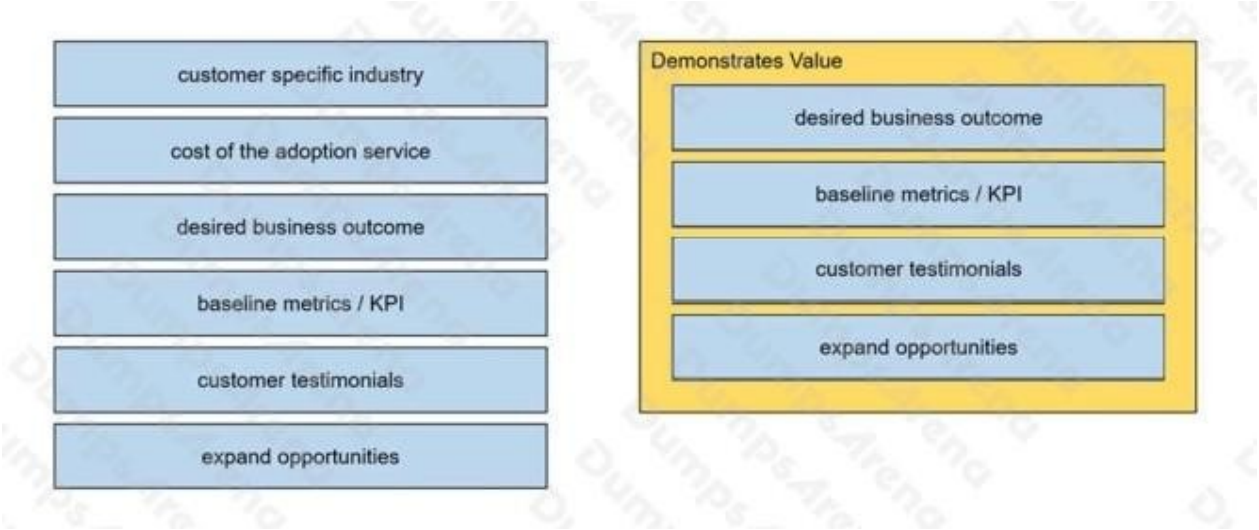
DRAG DROP

An external customer case study is being created. Drag and drop the contents which show value from the left onto the right. Not all content choices are used.

Select and Place:



ANSWER:



Explanation:

An external customer case study demonstrates value by connecting the customer's intended results to evidence that those results were achieved and to the ongoing benefits created by the solution. The case study should first establish the **desired business outcome**, because this gives the reader a clear definition of what success meant for the customer. A desired business outcome is the business-level result the customer sought, such as improving operational efficiency, reducing risk, increasing productivity, or enabling growth. Cisco's customer-success approach centers on aligning technology adoption and success activities with these customer outcomes.

The case study should also include **baseline metrics / KPI** so that the value claim is measurable. Baseline measures provide a starting point for comparing progress and documenting improvement over time. **Customer testimonials** add direct customer validation by communicating the customer's experience and perceived business impact in their own voice. Finally, **expand opportunities** demonstrates that delivered value can support additional use cases, broader adoption, or further business transformation. Together, these elements create a credible value narrative: define the outcome, measure progress, validate the experience, and show the potential for continued success. This approach is consistent with Cisco's focus on customer outcomes and value realization, described in Cisco Customer Success and its Customer Experience solutions.

QUESTION NO: 20

What is the best reason for documenting your customer's success?

A. To provide awareness of the value achieved by the customer's purchased solution

B. To establish KPI's that measure the success of your company's business

C. To document roles and responsibilities for your project management

D. To provide expansion opportunities for your sales team

ANSWER: A

Explanation:

To provide awareness of the value achieved by the customer's purchased solution is the best reason for documenting customer success. A Customer Success Manager must make the connection between the customer's original business objectives, the solution's adoption and usage, and the measurable outcomes attained. Success documentation captures evidence such as achieved milestones, operational improvements, adoption results, and progress toward agreed success metrics. This gives customer stakeholders a clear, durable view of the value their organization has realized, including stakeholders who were not directly involved in the implementation or day-to-day use of the solution.

Documented outcomes also create a common factual basis for value-realization conversations and success reviews. By showing how technology capabilities support the customer's desired business results, the CSM can help maintain executive alignment and reinforce the customer's confidence in its investment. Cisco describes Customer Experience as helping customers realize value from their technology investments throughout the lifecycle, and Cisco Success Tracks are designed to help customers adopt, optimize, and obtain value from Cisco solutions. Recording and communicating achieved value is therefore a core customer-success practice. See Cisco Customer Experience and Cisco Success Tracks.

QUESTION NO: 21

What are two barriers to adoption within an organization? (Choose two.)

A. solution implemented by partner

B. agile development model

C. inadequate knowledge and skills

D. centralized IT organization

E. organizational silos

ANSWER: C E

Explanation:

Inadequate knowledge and skills is a direct adoption barrier because users, administrators, and operational teams need sufficient capability to incorporate a solution into their day-to-day work. Without the knowledge to configure, use, troubleshoot, and realize use cases from the technology, the organization may complete deployment without achieving sustained usage or intended outcomes. Customer Success practices therefore emphasize enablement, training, and ongoing skills development as essential elements of successful adoption.

Organizational silos are also a significant barrier because adoption frequently spans business, IT, security, networking, operations, and leadership teams. When these groups work independently, they can have disconnected priorities, incomplete information sharing, unclear ownership, and inconsistent processes. Cross-functional alignment helps establish shared success outcomes, coordinated adoption activities, and accountable stakeholders, allowing the solution to become embedded across the organization rather than remaining isolated within one team.

Cisco's Customer Experience approach focuses on helping customers gain measurable value throughout their lifecycle, including adoption and value realization. Cisco's customer-success learning material likewise identifies the people, process, and organizational factors that must be addressed to achieve desired outcomes. See Cisco Customer Experience and Cisco Customer Success Manager training.

QUESTION NO: 22

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: B D

Explanation:

Executive communication should center on the business outcomes that matter to the organization. **Focus on the value achieved** is critical because executives need a concise view of how technology investments, adoption activities, and customer-success efforts contribute to measurable outcomes such as revenue growth, cost optimization, risk reduction, productivity, resilience, or strategic transformation. Leading with realized value enables an executive to assess progress and make informed sponsorship and investment decisions.

Target executive priorities is equally critical. A Customer Success Manager should tailor the conversation to the executive's stated business objectives, strategic initiatives, and success measures rather than use a generic operational or product-focused update. This makes the discussion relevant to the executive's role and connects adoption and lifecycle activities to the outcomes for which that leader is accountable. Cisco's customer-experience approach emphasizes aligning customer outcomes and success plans with business goals, while Cisco executive-communication guidance stresses clear, outcome-oriented messaging for decision makers. See Cisco Customer Experience and Cisco Leadership.

QUESTION NO: 23

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: C

Explanation:

Re-assess the customer's business process and outline the capability of the solution is the appropriate action because declining adoption is a customer-outcome signal that calls for discovery, not simply a usage-promotion message. A Customer Success Manager should work with the customer to understand what has changed in its business priorities, workflows, users, operating model, or desired outcomes. This renewed assessment can identify barriers to adoption and reveal whether the original success plan, use cases, stakeholder alignment, enablement approach, or solution configuration needs adjustment.

After reconnecting the customer's current business process to the solution's relevant capabilities, the CSM can establish a practical recovery plan. That plan may include refining use cases, engaging the right sponsors and users, providing targeted adoption guidance, and defining measurable milestones that demonstrate renewed value. The focus is on restoring the connection between product usage and the customer's intended business outcomes, which is central to proactive customer success. Cisco describes Customer Experience as helping customers realize value throughout their lifecycle, and Cisco's Customer Success resources emphasize adoption and value realization as core elements of the customer journey. See Cisco Customer Experience and Cisco Customer Success.