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NEW QUESTION: 1

Which Customer Success activity is critical from the supplier perspective?

- A. ensuring the customer has a success plan and is achieving each milestone in a timely manner
- B. listening carefully to the customer's feedback and taking actions so the company's solutions can be improved
- C. identifying opportunities for sales expansion
- D. driving full adoption of the company's technology across all supported solutions

Answer: (SHOW ANSWER)

NEW QUESTION: 2

What is a financial implication of churn?

- A. loss of revenue
- B. reduced product utilization
- C. increased production
- D. contract expansion

Answer: A (LEAVE A REPLY)

NEW QUESTION: 3

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. Make the renewals manager aware that the one solution is not fully implemented but the other two are fine
- B. Contact the services team and request that they reach out to the customer to address the solution
- C. No action is needed because the customer will probably renew and you can address the issue after the renewal

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

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 4

Which expense is an operating expense (OPEX)?

- A.** payroll
- B.** computer equipment
- C.** software
- D.** office improvements

Answer: C ([LEAVE A REPLY](#))

Explanation/Reference:

NEW QUESTION: 5

From a Customer Success perspective, which reason to monitor your customer's health is the most important?

- A.** Understanding your customer's health directly enables renewals
- B.** It gives the customer valuable insight so they can automatically renew critical on time
- C.** It allows the customer to identify unused licenses so they can be addressed via a service improvement plan
- D.** It provides the opportunity to address any changes in the customer's experience or actions around the solution

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 6

A customer's renewal is due in the next 6 months. Analytical data has been provided to the Customer Success Manager that shows customer usage over the last 12 months. Which two additional pieces of information are important prior to a meeting with the customer to discuss their adoption journey prior to the renewal? (Choose two.)

- A.** questions to validate the interpreted analytical data
- B.** support tickets reports and diagnostic information
- C.** sales account plan
- D.** customer annual report and quarterly business reviews
- E.** detailed contract inventory

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 7

Which task drives advocacy with customer stakeholders?

- A.** creating technical documentation
- B.** creating a Customer Success Plan
- C.** creating a success story

D. creating a stakeholder map

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 8

Which expense is an operating expense (OPEX)?

A. payroll

B. software

C. computer equipment

D. office improvements

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 9

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: (SHOW ANSWER)

Explanation/Reference: <https://www.gainsight.com/guides/the-essential-guide-to-customer-success/>

NEW QUESTION: 10

The customer wants to improve operational expenditure and reduce the CO2 footprint of the organization. Which two business outcomes are critical to the company's success? (Choose two.)

A. sustainability

B. credibility

C. business growth

D. cost efficiency

E. time to market

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 11

Which type of KPI is of the most interest to Customer Success?

A. sales KPIs for revenue generation

B. IT services KPIs for operations

- C. business KPIs that define progress to the Business Outcome
- D. OPEX KPIs that define the operational costs of the company

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 12

A customer informs their Customer Success Manager that they are not realizing the savings expected with their technology solution. The Customer Success Manager acknowledges the concern and takes ownership. Which action does the Customer Success Manager take first?

- A. Check the account health report, review the expected outcomes in the success plan, and set up an internal meeting with the account team to discuss next steps
- B. Communicate to the technical customer center and request that an expert contact the customer to discuss the purchased solution
- C. Escalate the situation to your manager and request a customer visit to understand concerns and expectations
- D. Engage the service delivery manager and request two days of free consultation for the customer

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 13

A large university has deployed a new IT solution designed to improve the overall student and staff experience.

Which approach to measure success is the best?

- A. Twice yearly student and staff surveys with two questions related to IT
- B. Measure the number of complaints raised by students
- C. Combination of tailored surveys and IT tools-based metrics
- D. Implement staff Super Users to provide feedback

Answer: B ([LEAVE A REPLY](#))

Explanation/Reference:

NEW QUESTION: 14

The Customer Success Manager is preparing for a review meeting. The customer has asked for a balance between subjective and objective metrics Drag and drop the inputs from the left onto the correct subjective and objective categories on the right.

customer's perceived value	Objective
customer satisfaction ratings	
number of customer escalations	
number of customers retained	Subjective
percentage of marketing emails that are opened and responded to	
value feedback	

Answer:

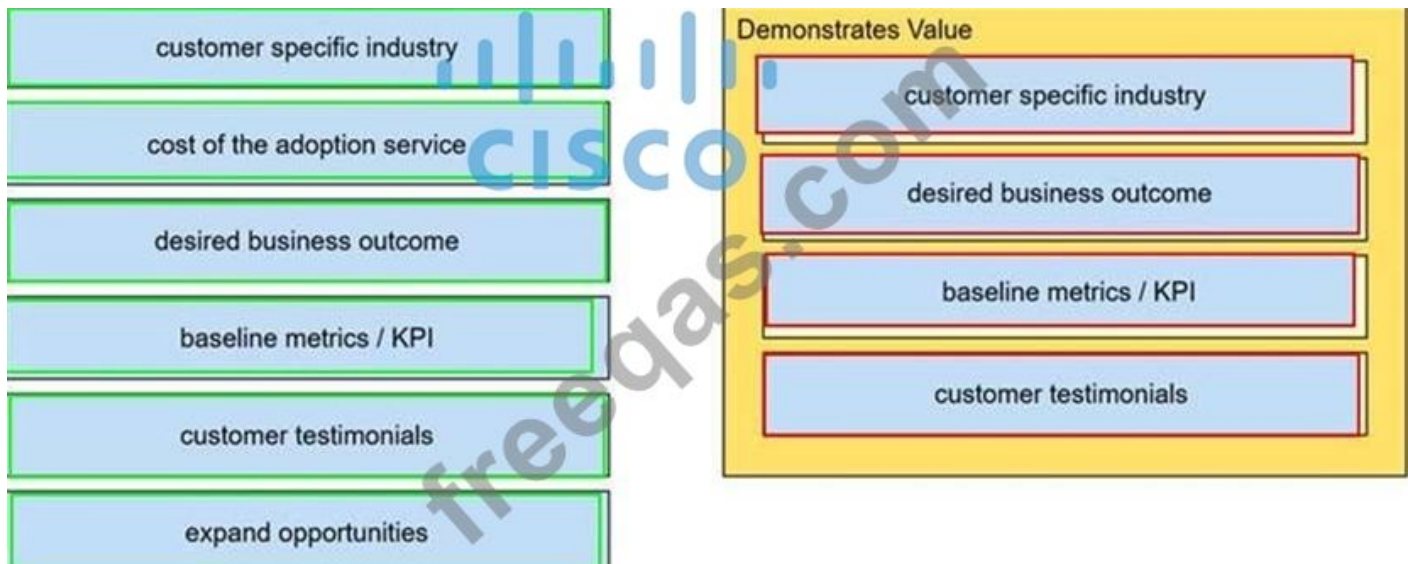
customer's perceived value	Objective
customer satisfaction ratings	
number of customer escalations	
number of customers retained	Subjective
percentage of marketing emails that are opened and responded to	
value feedback	

NEW QUESTION: 15

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.

customer specific industry	Demonstrates Value
cost of the adoption service	
desired business outcome	
baseline metrics / KPI	
customer testimonials	
expand opportunities	

Answer:



NEW QUESTION: 16

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

- A. Provide the customer with a chargeable deployment service.
- B. Re-enforce the time to value of the solution.
- C. Give the customer a discount on a future purchase.
- D. Suggest that the customer replace their existing staff.

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 17

Which outcome is the best that a Customer Success Manager can achieve for a customer?

- A. full adoption of all the technologies the customer purchased
- B. adoption of all the licenses and features the customer purchased leading to expansion to improve the customer's business
- C. ensuring the customers deployment teams and end users are trained and ready to adopt the technology
- D. removing barriers so the customer achieves the fastest time to value possible from the solution they purchased

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 18

What is the first step a Customer Success Manager should take to identify why the solution was purchased?

- A. Review the bill of materials
- B. Engage with the customer
- C. Evaluate the Customer Success Plan
- D. Collaborate with the sales team.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 19

What is a type of expansion opportunity?

- A. positive customer sentiment
- B. using latest release versions
- C. strong stakeholder communication
- D. additional user groups

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 20

From a Customer Success perspective, which reason to monitor your customer's health is the most important?

- A. It gives the customer valuable insight so they can automatically renew critical services on time.
- B. Understanding your customer's health directly enables renewals.
- C. It allows the customer to identify unused licenses so they can be addressed via a service improvement plan.
- D. It provides the opportunity to address any changes in the customer's experience or actions around the solution.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 21

The CIO of a bank and their vendor have a significant disagreement over the value of the work that was delivered the past two years under the existing managed-services contract. The contract renewal process was delayed over three months, with considerable risk to both parties. Which best practice will help prevent this type of disagreement?

- A. Adopt a lifecycle approach with a proactive review of service performance against KPIs.
- B. Engage a third-party mediator to develop contract goals and evaluate the objectives at regular intervals.
- C. Have the CSM define how value should be measured at the end of the contract period.
- D. Have the CIO define a clear IT strategy and implement the suggestions immediately.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 22

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. Offer the customer free products or services as an incentive.
- C. Explain that this is a role metric that is needed to satisfy quotas.
- D. Make the story for internal use only.

Answer: (SHOW ANSWER)

NEW QUESTION: 23

Which two adoption outcomes are renewal indicators? (Choose two)

- A. optimized services
- B. payment schedule
- C. training attendance
- D. customer testimonial
- E. solution discount

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 24

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. Encourage the customer to purchase updated endpoints.
- B. Advertise additional user training sessions throughout the organization.
- C. Block all alternative chat and video collaboration systems.
- D. Have marketing write a blog post about the new solution.
- E. Conduct a survey to determine which collaboration solutions users are using.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 25

What is the main objective of customer success?

- A. known and unknown features of our product and solutions
- B. customer's return on investment
- C. customer's reduction of risk
- D. outcomes customers are trying to achieve

Answer: D (LEAVE A REPLY)

NEW QUESTION: 26

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

- A. purchase

- B. onboarding
- C. deployment
- D. utilization

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 27

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 finding product opportunities for sales as the customer utilizes their current solution.
- B. 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.
- 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 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 28

What is the financial implication of churn?

- A. reduced technology footprint
- B. reduced revenue
- C. increased user licensing
- D. increased renewal value

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

Which action should be taken when new company leadership is forcing a competitor's solution?

- A. Recheck the value realized by the current solution.
- B. Demonstrate how the current solution is a lower-cost solution than competitors.
- C. Hold an executive briefing to evaluate risks of the proposed solution.
- D. Tell the new leadership about the long-standing relationship between two companies.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 30

Which adoption barrier results from failing to identify key stakeholders?

- A. lack of resources
- B. fragmented purchase
- C. additional training requirements
- D. missing value of product roadmap

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 31

Which definition of a use case is true?

- A.** list of actions or event steps that typically defines the interactions between a role and a system to achieve a goal
- B.** list of actions or event steps that a customer uses
- C.** comparison of the marketing description of what a product does and the customer's experience
- D.** list of instructions that customer uses for their software

Answer: A ([LEAVE A REPLY](#))

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NEW QUESTION: 32

Which key industry trend explains the need for companies to invest in a Customer Success practice and Customer Success Manager role?

- A.** 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.

- B.** 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.

- C.** 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.

- D.** 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.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 33

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. cost barrier
- B. cultural barrier
- C. process barrier
- D. technical barrier
- E. product barrier

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 34

What are two examples of expand opportunities? (Choose two.)

- A. providing solution optimization services
- B. adding headcount to manage solution by the customer
- C. increasing license count
- D. training on existing features
- E. hosting an executive review

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 35

From a Customer Success perspective, why should the customer's health be monitored?

- A. to directly enable renewals
- B. to provide the opportunity to address any changes in the customer's experience around the solution
- C. to give the customer valuable insight so they can automatically renew critical services on time
- D. to identify unused licenses so they can be addressed via a service improvement plan

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 36

Which task drives advocacy with customer stakeholders?

- A. creating a Customer Success Plan
- B. creating a stakeholder map
- C. creating technical documentation
- D. creating a success story

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

Which key industry trend explains the need for companies to invest in a Customer Success practice and Customer Success Manager role?

- A.** 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.
- B.** 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.
- C.** 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.
- D.** 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.

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 38

What is a business adoption barrier?

- A.** services are unpurchased
- B.** solution is not implemented
- C.** lack of customer stakeholder
- D.** customer lacks technical knowledge

Answer: **D** [\(LEAVE A REPLY\)](#)

NEW QUESTION: 39

Which definition of customer success is true?

- A.** 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.
- B.** It is the business methodology of ensuring that customers achieve their expected and unexpected outcomes while using your product or service.
- C.** 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.
- D.** It is a business methodology for increasing recurring revenues by minimizing the risk of churn while driving adoption and expansion.

Answer: **C** [\(LEAVE A REPLY\)](#)

NEW QUESTION: 40

Which of these is included in a success plan?

- A.** customer HR processes
- B.** services cost

- C. customer business outcomes
- D. confidential customer information

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 41

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. purchase policy process
- B. lack of communication
- C. limited telemetry
- D. business misalignment
- E. lack of common features

Answer: B,E ([LEAVE A REPLY](#))

NEW QUESTION: 42

A customer does not feel they have received value from a software solution, and the 3-year contract is expiring in 60 days. The customer is hesitant to continue spending money and is considering other alternatives. Which stakeholder is responsible for ensuring that the customer realizes value from solutions coming up for renewal?

- A. Account Manager
- B. Renewals Manager
- C. Customer Success Manager
- D. Product Sales Specialist

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 43

Refer to the exhibit. Based on the stage and health reflected, what must be the first priority of the success plan?

Account Baseline

Success Priorities	Solution	Stage and health						
Drive cost down while improving operational efficiencies	Product A	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product B	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product C	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product D	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product E	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product F	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product G	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize

- A.
- B. Identify and document barriers that impact product C.
- C. Contact and collaborate with the individuals involved in the onboarding of product E.
- D. Design and propose a discount on product G.
- E. Offer and encourage the opportunity for the customer to participate in a success story for product

Answer: B (LEAVE A REPLY)

NEW QUESTION: 44

Which statement describes the difference between customer success and customer sales?

- A. 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.
- B. 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.
- C. 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.
- D. 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.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 45

Which of these is included in a success plan?

- A. customer business outcomes
- B. confidential customer information

- C. services cost
- D. customer HR processes

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 46

What is the customer success objective of a Quarterly Success Review?

- A. Create a success plan.
- B. Align work effort to outcomes.
- C. Evaluate renewal contract.
- D. Introduce new products and services.

Answer: A ([LEAVE A REPLY](#))

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NEW QUESTION: 47

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. additional features that will align with the business outcomes
- C. customer's stakeholders and their business outcomes
- D. service introduction to confirm that they know how to submit service issues at the go live
- E. initial user group identified and their use cases confirmed

Answer: C,E ([LEAVE A REPLY](#))

NEW QUESTION: 48

Drag and Drop Question

The Customer Success Manager is preparing for a review meeting. The customer has asked for a balance between subjective and objective metrics.

Drag and drop the inputs from the left onto the correct subjective and objective categories on the right.

customer's perceived value	Objective
customer satisfaction ratings	
number of customer escalations	
number of customers retained	
percentage of marketing emails that are opened and responded to	Subjective
value feedback	

Answer:

	Objective
	number of customer escalations
	number of customers retained
	percentage of marketing emails that are opened and responded to
	Subjective
	customer's perceived value
	customer satisfaction ratings
	value feedback

NEW QUESTION: 49

A customer voices frustration because the purchased solution is not being adopted as expected within the organization, and the organization's new leadership does not have a historical perspective of the expected outcomes. Which two activities should the Customer Success Manager initiate to create mitigation plans to address these risk factors? (Choose two)

- A. Analyze the adoption report.
- B. Evaluate the architecture value cards.
- C. Examine the recent QBR results.

- D. Research the list of accelerators.
- E. Review the account health score.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 50

Which method is directly associated with evaluating a customer outcome?

- A. milestones
- B. key performance indicators
- C. metrics
- D. benchmarks

Answer: D ([LEAVE A REPLY](#))

One way that we can deliver value to this individual is by sharing industry best practices around the use of our solution set as well as benchmark data on how their organization is performing versus industry peers.

NEW QUESTION: 51

What are two customer advantages of purchasing subscription licenses? (Choose two.)

- A. Software maintenance is offered through a separate contract.
- B. The customer can discontinue the subscription if value is not realized.
- C. It creates high aftermarket resale value.
- D. It provides the customer with a pay per use model.
- E. It enables software providers to control customer consumption.

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 52

As a Customer Success Manager, what is the most important metric to uncover during onboarding?

- A. customer relationship
- B. benefit
- C. value
- D. cost

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 53

Which two outcomes are expansion opportunities within customer success? (Choose two.)

- A. expansion of solution features
- B. renewal of solution subscription
- C. purchase of a new solution
- D. deployment of solution
- E. expansion of solution services

Answer: A,E ([LEAVE A REPLY](#))

There are many ways that you can add value for your customers by expanding their consumption of your solutions and services, such as these examples:

- Add features to the product or upgrade the license tier
- Implement or optimize services

NEW QUESTION: 54

Which two actions are critical when communicating with executives? (Choose two).

- A. Target executive priorities
- B. Incorporate the sales team's plan.
- C. Focus on technical details.
- D. Keep services as a primary topic.
- E. Focus on the value achieved.

Answer: B,E ([LEAVE A REPLY](#))

NEW QUESTION: 55

Which two steps in the customer lifecycle approach are owned by the sales and marketing team? (Choose two)

- A. Adoption
- B. Evaluation
- C. Awareness
- D. Deployment
- E. Experience

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 56

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

- A. adoption barriers
- B. customer budget
- C. competitive differentiation
- D. value realization

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 57

Refer to the exhibit.



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 increased usage, which shows a strong indicator of renewal
- B. The customer's usage is too low to correctly measure the chance of their retention
- C. The customer's usage has seen a recent decline and the chance of them churning will be higher
- D. The customer has a high probability to renew and will include an expanded opportunity

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 58

The Customer Success Manager is preparing for a review meeting. The customer has asked for a balance between subjective and objective metrics. Drag and drop the inputs from the left onto the correct subjective and objective categories on the right.

customer's perceived value	Objective
customer satisfaction ratings	
number of customer escalations	
number of customers retained	
percentage of marketing emails that are opened and responded to	Subjective
value feedback	

Answer:

customer's perceived value	Objective
customer satisfaction ratings	number of customer escalations
number of customer escalations	number of customers retained
number of customers retained	percentage of marketing emails that are opened and responded to
percentage of marketing emails that are opened and responded to	Subjective
value feedback	customer's perceived value
	customer satisfaction ratings
	value feedback

NEW QUESTION: 59

In which two ways can an adoption campaign identify expansion opportunities? (Choose two.)

- A. The adoption campaign provides free user training.
- B. The adoption campaign notifies customers of a critical bug.
- C. The adoption campaign provides free trial licenses for feature upgrades.
- D. The adoption campaign surveys all end users for product feedback.

E. The adoption campaign provides notifications of new feature releases.

Answer: D,E (LEAVE A REPLY)

NEW QUESTION: 60

Refer to the exhibit. Which action should the Customer Success Manager take to improve the health index of Company B?

Customer Name	Health Index	Utilization Score	Quality Score	Sentiment Score	Financial Score
Company A	72	64	72	55	61
Company B	42	58	55	49	29
Company C	61	55	70	83	67

- A. Perform a marketing campaign and design a roadmap of new products.
- B. Provide recommendations for training and offer scripts for learning products.
- C. Analyze annual recurring revenue growth and reduce renewal risks associated with technology.
- D. Observe the net promoter scores and how likely the customer is to create a success story.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 61

A large university has deployed a new IT solution designed to improve the overall student and staff experience. Which approach to measure success is the best?

- A. Implement staff Super Users to provide feedback
- B. Combination of tailored surveys and IT tools-based metrics
- C. Measure the number of complaints raised by students
- D. Twice yearly student and staff surveys with two

Answer: (SHOW ANSWER)

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NEW QUESTION: 62

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

- A. financial
- B. consumption
- C. organizational
- D. capability

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 63

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: ([SHOW ANSWER](#)**)**

NEW QUESTION: 64

Who does a Customer Success Manager work with to overcome a technical solution adoption barrier encountered by a customer?

- A. Customer Success Specialist
- B. Solution Product Manager
- C. Sales Engineer
- D. Technical Engineer

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 65

Which list of components of a Customer Success Quarterly Success Review is common"?

- A. results from prior quarter, services delivered, issues and open services cases, and confirm goals for next quarter
- B. results from prior quarter, cover roadmap and promote new products, and confirm goals for next quarter
- C. results from prior quarter, agreed actions completed benchmarking with the market, and confirm goals for next quarter

D. results from prior quarter, product roadmap proposed marketing new products, and confirm goals for the next quarter

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 66

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. Provide customers with relevant use cases for the purchased solution.
- B. Ensure that the customer knows the point of contact for product training.
- C. Share the company's organizational chart with the support team.
- D. Clarify roles and responsibilities with the stakeholders.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 67

A Customer Success Manager must deliver high touch customer success experience Which customer engagement model must be used?

- A. Utilize a digital engagement so all your customers experience the touch of customer success.
- B. Utilize people to focus your customers in a 1 many customer success experience.
- C. Utilize people to focus on the elite customers for a 1:1 or 1:few onsite customer success experience.
- D. Utilize the service team to form a larger internal team to lead the engagement.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 68

What is a key driver that is creating the need for customer success?

- A. financial resources
- B. portfolio management
- C. advanced specializations
- D. subscription economy

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 69

The customer wants to improve operational expenditure and reduce the CO2 footprint of the organization.

Which two business outcomes are critical to the company's success? (Choose two)

- A. credibility
- B. business growth
- C. time to market
- D. cost efficiency
- E. sustainability

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 70

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.** additional features that will align with the business outcomes
- B.** initial user group identified and their use cases confirmed) customer's stakeholders and their business outcomes
- C.** service introduction to confirm that they know how to submit service issues at the go live
- D.** Quarterly Success Review build and delivery

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 71

A customer informs their Customer Success Manager that they are not realizing the savings expected with their technology solution.

The Customer Success Manager acknowledges the concern and takes ownership.

Which action does the Customer Success Manager take first?

- A.** Communicate to the technical customer center and request that an expert contact the customer to discuss the purchased solution.
- B.** Escalate the situation to your manager and request a customer visit to understand concerns and expectations.
- C.** Check the account health report, review the expected outcomes in the success plan, and set up an internal meeting with the account team to discuss next steps.
- D.** Engage the service delivery manager and request two days of free consultation for the customer.

Answer: C ([LEAVE A REPLY](#))

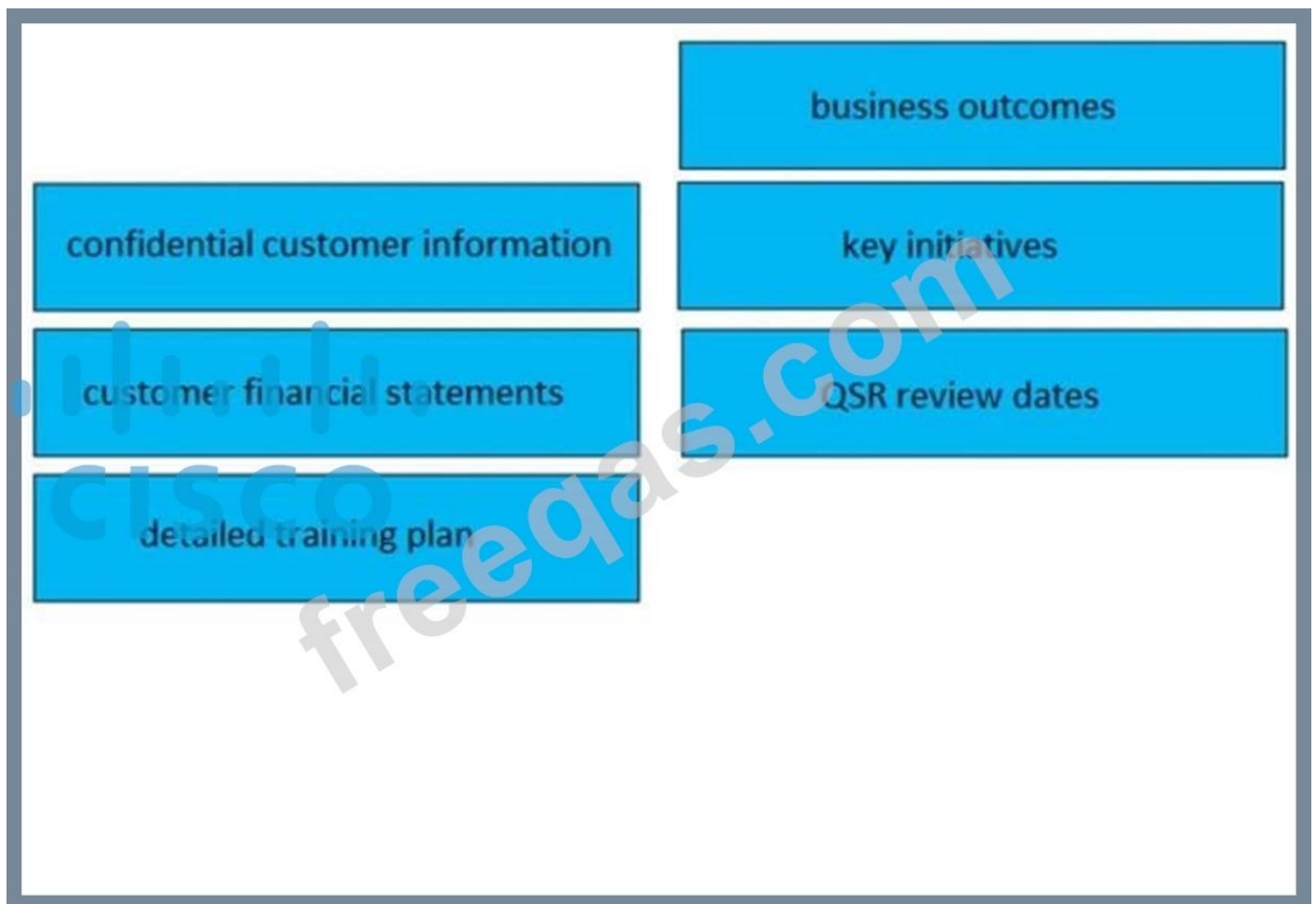
NEW QUESTION: 72

Drag and Drop Question

Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

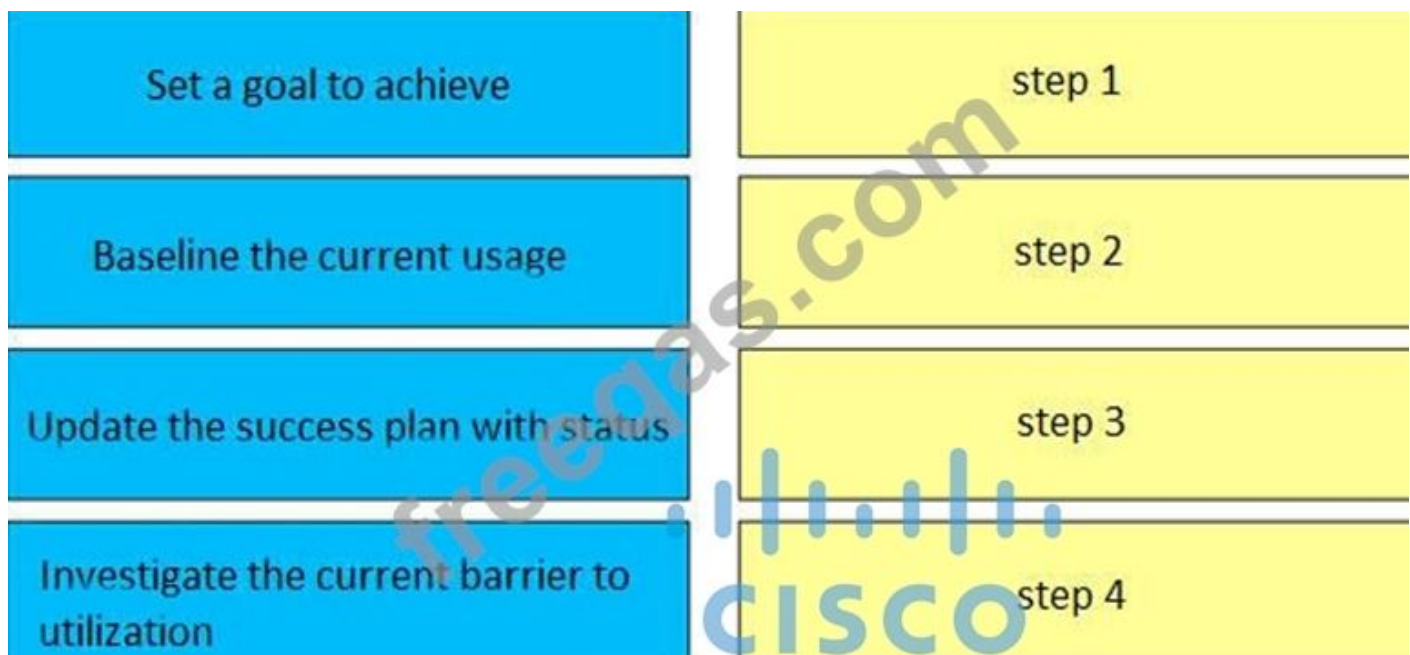


Answer:

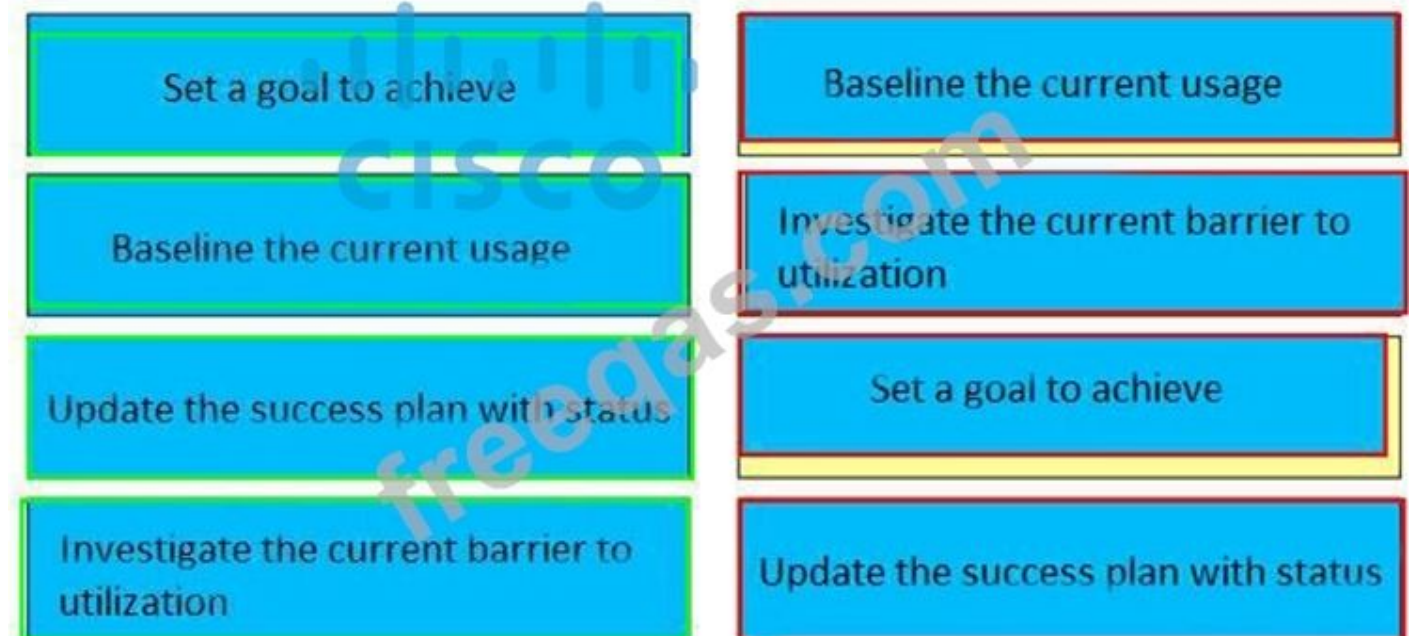


NEW QUESTION: 73

The customer wants to increase the utilization of their video conferencing system. Drag and drop the actions from the left into the correct sequence on the right.



Answer:



NEW QUESTION: 74

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 document roles and responsibilities for your project management
- C. To establish KPI's that measure the success of your company's business
- D. To provide expansion opportunities for your sales team

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 75

Which stakeholder works directly with the customer executives to ensure that their business outcomes are aligned with and achieved using purchased solutions?

- A. Product Sales Specialist

- B. Renewals Manager
- C. Account Manager
- D. Customer Success Manager

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 76

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 selling solutions to meet business needs. Customer success is about finding product opportunities for sales as the customer utilizes their current solution.
- C. 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.

- D. 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.

Answer: A ([LEAVE A REPLY](#))

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NEW QUESTION: 77

Which activity reduces the risk of churn?

- A. lowering the service level
- B. providing a discount on renewal
- C. expanding the customer footprint
- D. educating on product features

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 78

Which tool is used by a Customer Success Manager to establish cross-functional alignment, ensure efficient execution and communication across a project team, and facilitate stakeholder management?

- A. RACI
- B. Stakeholder Map
- C. Health Index Report
- D. KPIs

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 79

Which two outcomes are expansion opportunities within customer success? (Choose two)

- A. expansion of solution features
- B. purchase of a new solution
- C. expansion of solution services
- D. deployment of solution
- E. renewal of solution subscription

Answer: C,E ([LEAVE A REPLY](#))

NEW QUESTION: 80

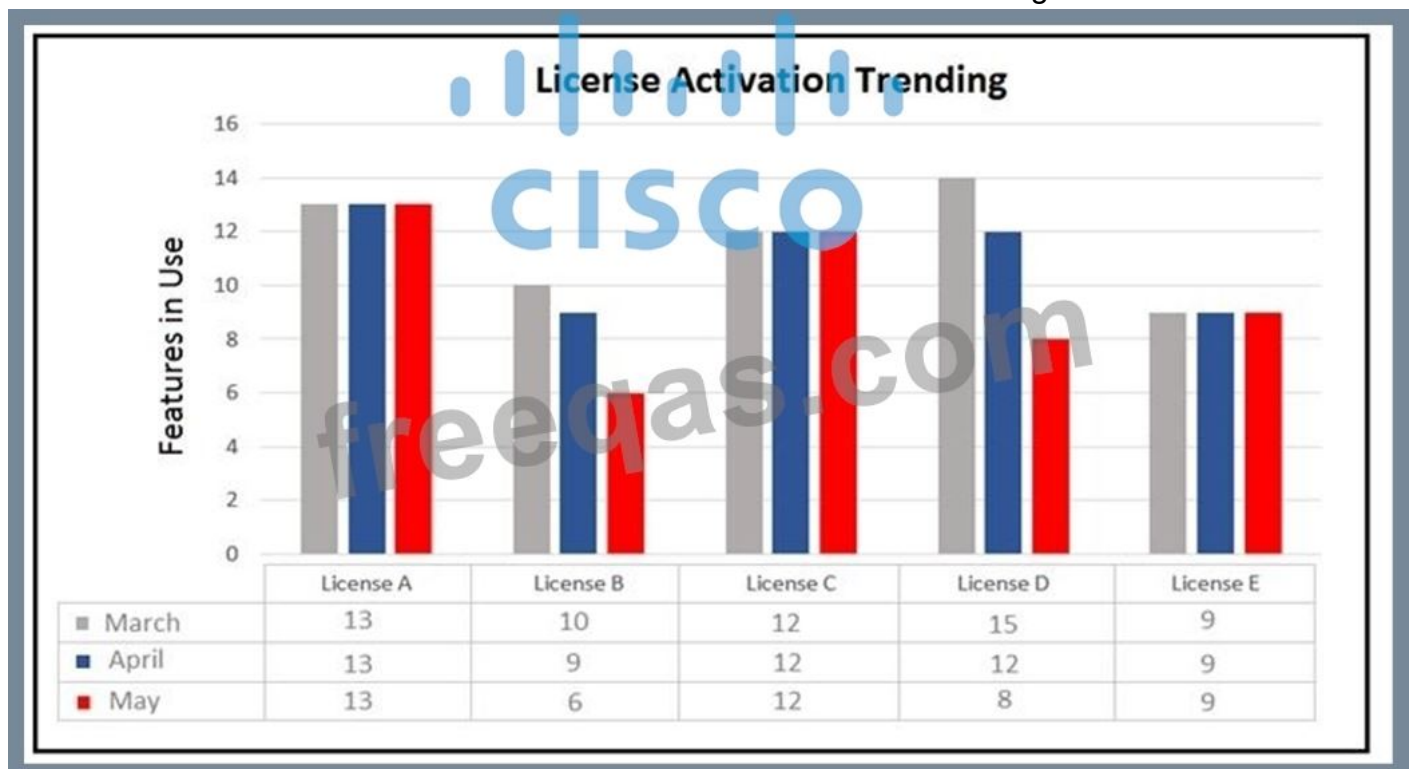
In which stage of the Customer Lifecycle does the Success Plan get updated for the first time?

- A. Adopt
- B. Onboard
- C. Implement
- D. Use

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 81

Refer to the exhibit. Which initial action does a Customer Success Manager take?



- A.** Inform the Sales Account Manager to position a new version of licenses types B and D with additional features
- B.** Run analysis on all the license types used by the customer on all platforms
- C.** Provide trending information on license types B and D and share with all stakeholders
- D.** Share the report with the customer point of contact for license types B and D and determine causes

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 82

Which method is directly associated with evaluating a customer outcome?

- A.** benchmarks
- B.** key performance indicators
- C.** milestones
- D.** metrics

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 83

What is the best method to measure customer consumption of technology?

- A.** telemetry and analytics
- B.** recurring revenue management
- C.** enterprise CRM and incident management
- D.** content management

Answer: ([SHOW ANSWER](#)**)**

Explanation

NEW QUESTION: 84

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.** cost barrier
- B.** technical barrier
- C.** cultural barrier
- D.** process barrier
- E.** product barrier

Answer: C,E ([LEAVE A REPLY](#))

NEW QUESTION: 85

Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

business outcomes	valid element of a success plan
confidential customer information	valid element of a success plan
customer financial statements	valid element of a success plan
detailed training plan	
key initiatives	
QSR review dates	

Answer:

business outcomes	detailed training plan
confidential customer information	key initiatives
customer financial statements	customer financial statements
detailed training plan	
key initiatives	
QSR review dates	

NEW QUESTION: 86

What is the term for the gap between the features and functions that customers purchase and the features and functions that they use?

- A. consumption gap
- B. capability gap
- C. financial gap
- D. organizational gap

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 87

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

- A. Review the implementation plan with key customer leadership.
- B. Tell the customer a new solution will soon be available.
- C. Show the customer how the current solution compares to the offers from a competitor.
- D. Identify changes in the customer's business processes.
- E. Assess the capabilities of the solution against the customer's desired outcomes.

Answer: D,E ([LEAVE A REPLY](#))

NEW QUESTION: 88

Refer to the exhibit. What does this health score indicate?

- A. The customer needs to purchase more licenses.
- B. The customer needs to consume more of this product.
- C. The customer is unlikely to renew this license.
- D. The customer is unlikely to advocate for this product.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 89

Which tool is used by a Customer Success Manager to establish cross-functional alignment, ensure efficient execution and communication across a project team, and facilitate stakeholder management?

- A. KPIs
- B. Stakeholder Map
- C. RACI
- D. Health Index Report

Answer: C ([LEAVE A REPLY](#))

The responsible, accountable, consulted, informed (RACI) model can be used as an effective tool to manage the allocation of roles in a group/cross functional project to ensure efficient execution. It also facilitates stakeholder management for project leads.

NEW QUESTION: 90

Which definition of a use case is true?

- A. list of instructions that customer uses for their software
- B. comparison of the marketing description of what a product does to the customer's experience
- C. list of actions or event steps that a customer uses
- D. list of actions or event steps that typically defines the interactions between a role and a system to achieve a goal

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 91

In which stage of the Customer Lifecycle does the Success Plan get updated for the first time?

- A. Implement
- B. Adopt
- C. Use
- D. Onboard

Answer: ([SHOW ANSWER](#))

According to the Blackbelt training: Onboarding activities include delivering a customer kickoff to validate the expected outcomes of that purchase and beginning to build the Success Plan.

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NEW QUESTION: 92

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.

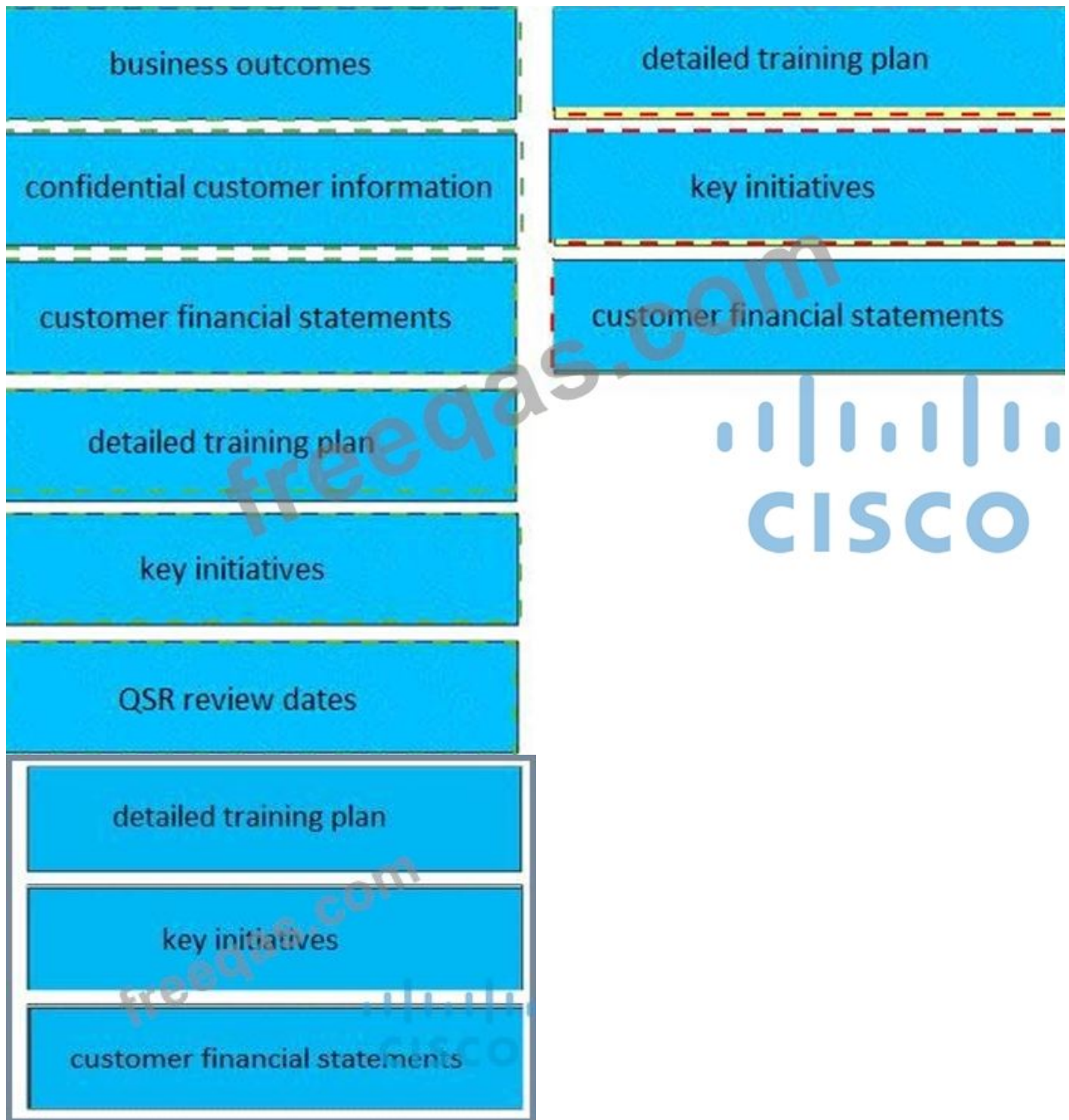
Answer: ([SHOW ANSWER](#))

NEW QUESTION: 93

Drag and drop three valid elements of a success plan from the left to the right. Not all options are used.

business outcomes	valid element of a success plan
confidential customer information	valid element of a success plan
customer financial statements	valid element of a success plan
detailed training plan	
key initiatives	
QSR review dates	

Answer:



NEW QUESTION: 94

Refer to the exhibit. What is the problem with this RACI example?

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

- A. No one has multiple roles.
- B. Too many people are accountable for this task.
- C. More stakeholders should be involved.

D. Every task should have four people consulted.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 95

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: D ([LEAVE A REPLY](#))

Explanation/Reference: <https://useriq.com/user-adoption-barriers/>

NEW QUESTION: 96

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. Advertise additional user training sessions throughout the organization.

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

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

D. Encourage the customer to purchase updated endpoints.

E. Block all alternative chat and video collaboration systems.

Answer: A,E ([LEAVE A REPLY](#))

NEW QUESTION: 97

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. additional features that will align with the business outcomes

B. Quarterly Success Review build and delivery

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

D. customer's stakeholders and their business outcomes

E. initial user group identified and their use cases confirmed

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 98

What is Quarterly Success Review?

A. gap analysis that focuses on the state of the customer's current architecture.

B. technical analysis that outlines the implementation plan and adoption barriers.

- C. new success plan that focuses on the upcoming goals for the customer.
- D. a conversation that outlines key initiatives that are agreed upon in the success plan.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 99

Why is it convenient to tie business outcomes and the customer value proposition?

- A. To reduce complexity for stakeholders, it is easier for them to describe the benefits and to influence others to gain support.
- B. Because it accelerates the time to market of new products and solutions while maintaining a reasonable cost structure.
- C. Because it keeps the value proposition unchanged, it is easier for stakeholders to claim for accountability.
- D. Because this way you can establish fixed business goals and priorities and facilitate the deployment project management.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 100

What is a purpose of a customer stakeholder map?

- A. to establish a training plan
- B. to identify the critical elements of customer culture
- C. to build a product roadmap
- D. to create a communication plan

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 101

The customer wants to increase the number of services in their portfolio and improve the time to launch these services.

Which two business outcomes are appropriate? (Choose two.)

- A. business growth
- B. sustainability
- C. cost efficiency
- D. time to market
- E. employee satisfaction

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 102

What is a financial implication of churn?

- A. decrease in discounts
- B. expansion of contract
- C. decrease in subscription
- D. increase in service level

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 103

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: ([SHOW ANSWER](#))

Explanation/Reference: <https://support.totango.com/hc/en-us/articles/206811036-Putting-Customer-Success-Campaigns-Into-Action>

NEW QUESTION: 104

The customer wants to increase their market share and protect brands reputation. Which two business outcomes are critical to the company's success? (Choose two.)

- A. risk management
- B. credibility
- C. business growth
- D. cost efficiency
- E. sustainability

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 105

You notice a decline over time in your customer's usage of your product. Which action do you consider?

- A. Show the customer a comparison of the solution versus the competition
- B. Tell the customer a new solution will soon be available
- C. Carefully tell the customer to get more people to use your product
- D. Re-assess the customer's business process and outline the capability of the solution

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 106

In a cloud implementation scenario, what does the sales professional must take into consideration regarding the revenue of a business outcomes selling?

- A. Revenue from this model could increase in a 25%.
- B. Revenue from this model is three times bigger than in the traditional product selling.
- C. Revenue from this model is realized over a longer period of time.
- D. Revenue from this model is immediate.

Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 107

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: A ([LEAVE A REPLY](#))

NEW QUESTION: 108

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.** Make the renewals manager aware that the one solution is not fully implemented but the other two are fine
- B.** No action is needed because the customer will probably renew and you can address the issue after the renewal
- C.** Contact the services team and request that they reach out to the customer to address the solution
- D.** Investigate why the customer has not enabled the solution and work with the sales and renewals teams to address the issue

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 109

Which definition of customer success is true?

- A.** 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.
- B.** It is a business methodology for increasing recurring revenues by minimizing the risk of churn while driving adoption and expansion.

C. 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.

D. It is the business methodology of ensuring that customers achieve their expected and unexpected outcomes while using your product or service.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 110

A Customer Success Manager was assigned a strategic new account. Which action prepares them for the customer introduction meeting?

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

B. Document customer's current technical escalations.

C. Speak the internal contacts to understand the customer's priorities and sentiment.

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

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 111

The CIO of a bank and their vendor have a significant disagreement over the value of the work that was delivered the past two years under the existing managed-services contract. The contract renewal process was delayed over three months, with considerable risk to both parties. Which best practice will help prevent this type of disagreement?

A. Have the CSM define how value should be measured at the end of the contract period.

B. Have the CIO define a clear IT strategy and implement the suggestions immediately.

C. Adopt a lifecycle approach with a proactive review of service performance against KPIs.

D. Engage a third-party mediator to develop contract goals and evaluate the objectives at regular intervals.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 112

Which tool is used by a Customer Success Manager to establish cross-functional alignment, ensure efficient execution and communication across a project team, and facilitate stakeholder management?

A. KPIs

B. Health Index Report

C. RACI

D. Stakeholder Map

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 113

The customer wants to increase their market share and protect brands reputation. Which two business outcomes are critical to the company's success? (Choose two.)

- A. sustainability
- B. business growth
- C. credibility
- D. risk management
- E. cost efficiency

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 114

The customer wants to reduce their exposure to security events. Which business outcome is critical to the company's success?

- A. risk management
- B. market growth
- C. cost efficiency
- D. sustainability

Answer: D ([LEAVE A REPLY](#))

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