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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	

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Cisco Customer Success Manager Sample Questions (Q16-Q21):

NEW QUESTION # 16

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

- A. Focus on technical details.
- B. Sell the latest service offerings.
- C. Communicate the sales team's plan.
- D. Target executive priorities.
- E. Focus on the value.

Answer: D,E

Explanation:

The two critical actions when communicating with customer executives are targeting executive priorities and focusing on the value. When engaging with executives, it's essential to align the conversation with their strategic priorities and demonstrate how the solutions

or services can help achieve those priorities.

Additionally, emphasizing the value that the services or products will bring to their business is crucial. This approach helps in establishing a connection with the executives' business objectives and showcases the direct benefits of the offerings.

References:

*Cisco's official page on Customer Success Manager certification¹.

*Cisco Customer Success Manager (DTCSM) course details².

*Cisco blog on breaking down silos to unlock the full potential of Customer Success³.

NEW QUESTION # 17

The customer has a new leadership team that expresses concern over the lack of adoption of a purchased solution. Which two activities must the Customer Success Manager initiate to mitigate this risk? (Choose two.)

- A. Review the original business case and reassess desired outcomes with the new leadership
- B. Review the original sales proposal with the sales team.
- C. Evaluate the customer's expertise in managing the purchased solution.
- D. Offer discounts on new products to gain the interest of the new leadership.
- E. Address and resolve all technical issues.

Answer: A,C

NEW QUESTION # 18

Which two outcomes are the goals of the initial customer meeting to onboard the customer into customer success? (Choose two.)

- A. scheduling of Quarterly Success Review
- B. completion of customer training
- C. review of product roadmap
- D. confirmation of customer business outcomes
- E. agreement of key stakeholders

Answer: A,D

NEW QUESTION # 19

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

- A. product improvement
- B. time to value
- C. return on investment
- D. user training
- E. new sales

Answer: B,C

NEW QUESTION # 20

What is a leading indicator of adoption in the healthscore?

- A. integrated account plan
- B. product sales
- C. product quality
- D. renewal

Answer: C

Explanation:

A leading indicator of adoption in the health score is product quality. High-quality products are more likely to be adopted by users, which is reflected in the health score. References: Adoption metrics and health scores often include product quality as a key factor influencing customer satisfaction and adoption rates.

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