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Question 1

Question Type: MultipleChoice

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

Options:

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

Answer:

B, C

Question 2

Question Type: MultipleChoice

During the delivery of a security solution, adoption barriers were identified. Those barriers were addressed, and the customer's business goals are now fulfilled. The customer is pleased with their solution and shares this experience in blogs and social media.

a. In which stage is the customer?

Options:

A- Adoption

B- Optimize

C- Expand

D- Advocate

Answer:

D

Question 3

Question Type: MultipleChoice

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

Options:

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

Answer:

D

Question 4

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Explanation:

The issue here is a technical one that is causing the adoption barrier so it would be technical specialist that would need to be engaged to help resolve this. The CSS could certainly be involved but when that person realised that the barrier was purely technical they should be engaging the technical specialist to resolve it.

Question 5

Question Type: MultipleChoice

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

Options:

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

Answer:

A

Question 6

Question Type: MultipleChoice

Which activity reduces the risk of chum?

Options:

- A- providing a discount on renewal

- B- lowering the service level
- C- expanding the customer footprint
- D- educating on product features

Answer:

C

Question 7

Question Type: MultipleChoice

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

Options:

- 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

Question 8

Question Type: MultipleChoice

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

Options:

A- return on investment

B- new sales

C- product improvement

D- user training

E- time to value

Answer:

A, E

Question 9

Question Type: MultipleChoice

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

Options:

A- Implement

B- Adopt

C- Use

D- Onboard

Answer:

D

Question 10

Question Type: MultipleChoice

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)

Options:

- A- Research the list of accelerators.
- B- Review the account health score.
- C- Analyze the adoption report.
- D- Examine the recent QBR results.
- E- Evaluate the architecture value cards.

Answer:

C, D

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