Cisco Renewals Manager v1.1 (700-805)

Exam Description: Cisco Renewals Manager v1.1 (CRM 700-805) is a 90-minute exam for a Cisco Partner's Renewals Manager to demonstrate their knowledge of the Customer Experience (CX) concepts and tools covered in the RM curriculum learning map. Those achieving a passing score on this exam will have met one of the requirements for Cisco Partners seeking a Specialization in Customer Experience.

The following topics are general guidelines for the content likely to be included on the exam. However, other related topics may also appear on any specific delivery of the exam. To better reflect the contents of the exam and for clarity purposes, the guidelines below may change at any time without notice.

10%	**1.0**	**Customer Experience**
	1.1	Define customer experience
	1.2	Explain the stages throughout the customer lifecycle (choosing > using > loving)
	1.3	Explain the financial implications of these metrics:
	1.3.a	Attrition
	1.3.b	Expand
	1.4	Explain the importance of recurring revenue
	1.5	Describe recurring revenue financial terms
	1.5.a	iQRR / ARR
	1.5.b	AOV
	1.5.c	iACV
	1.5.d	LTV
	1.5.e	ATR

10%	**2.0**	**Customer Success**
	2.1	Define customer success
	2.2	Explain the key drivers creating the need for customer success
	2.3	Explain the customer journey (purchase through adopt)
	2.4	Explain different IT purchasing and consumption models
	2.4.a	Software licensing
	2.4.b	Services subscriptions
	2.4.c	Enterprise agreements
	2.4.d	CapEx and OpEx
	2.5	Explain the roles and responsibilities of the customer success team
	2.6	Explain the assets used to define the perceived value, deliverables, and expectations

30%	**3.0**	**Roles and Responsibilities**
	3.1	Describe the role of a Renewals Manager within the Lifecycle and the integration with various teams

3.1.a   Sales team
3.1.b   Customer Success Manager and customer success roles
3.1.c   Renewals team
3.2   Explain Renewals Manager tasks
3.3   Describe the measurements of success for the Renewals Manager role
3.4   Describe the renewal cycle for software and services

30%   4.0   Renewals Process
4.1   Identify the steps to perform an end-to-end renewals motion with the customer in partnership with the account team
4.2   Identify and assess the current customer install base (CX-IB)
4.3   Identify the steps for developing a renewal quote
4.4   Identify the steps to process exceptions or non-standard elements of a renewal quote
4.5   Identify the steps for processing an order
4.6   Identify upsell and cross-sell opportunities through renewals motion that can deliver higher value outcomes for the customer and incremental ARR for the vendor (CX Portfolio - Solution Support, Success Tracks, PLS-S)
4.7   Analyze risk assessment at T-90, T-60, and T-30 for all contracts, products, and services
4.8   Explain the deal management process in CCW-R

20%   5.0   Cisco Tools and Processes
5.1   Explain Smart Accounts and Smart Licensing
5.2   Describe the AutoQuote process
5.3   Use the visibility provided by tools such as PXP and CX-IB to position products, solutions, and services to the customer
5.4   Describe the drivers and the recommendations to improve the Partner Maturity score
5.5   Describe the capabilities of Lifecycle Advantage (LCA)
5.6   Describe the capabilities of Lifecycle Advantage - Customer Success (LCA-CS)
5.7   Describe Cisco programs to support partner renewals (CSPP)