Cisco Customer Success Manager v3.0 (820-605)

Exam Description: The Cisco Customer Success Manager v3.0 (CSM 820-605) is a 90-minute exam associated with the Customer Success Manager Certification. This exam tests a candidate's proficiency in orchestrating the customer lifecycle within the Cisco ecosystem. As the industry shifts toward subscription-based consumption, this exam tests a candidate's ability to move beyond technical support to become a strategic advisor focused on Value Realization. Candidates will be evaluated on their ability to align Cisco technology initiatives with customer-specific business outcomes, manage the LAER (Land, Adopt, Expand, Renew) lifecycle, and leverage data-driven insights to drive predictable recurring revenue.

The following topics are general guidelines for the content likely to be included in 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 clarity purposes, the guidelines below may change at any time without notice.

15%	**1.0**	**Customer Success Industry & Foundations**
	1.1	Explain the fundamentals of Customer Experience (CX) and Customer Success (CS)
	1.2	Define the Value Realization Journey
	1.3	Explain the LAER (Land, Adopt, Expand, Renew) lifecycle model
	1.4	Describe the T+ proactive renewal approach
	1.5	Explain how the CSM role relates to the Cisco 360 Partner Value Index (PVI)
	1.6	Describe the levels of Customer Success Practice Maturity
	1.7	Explain cross-functional alignment (Sales, Renewals, Technical)
25%	**2.0**	**Success Plan Creation & Value Realization**
	2.1	Identify Strategic Priorities, Technology Initiatives, and Customer Intent
	2.2	Map Cisco solutions to business drivers (Cost, Risk, Profitability)
	2.3	Describe the purpose and components of the Adoption Accountability Plan (AAP)
	2.4	Describe the elements of the Customer Success Plan (CSP)
	2.5	Explain the SMART framework for Key Performance Indicators (KPIs)
	2.6	Interpret business value (tangible vs. intangible) to demonstrate stakeholder ROI
25%	**3.0**	**Barrier Management & Health Monitoring**
	3.1	Identify adoption barriers using Observation, Conversation, and Data lenses
	3.2	Categorize barriers using the People, Process, and Technology framework
	3.3	Assess the impact of barriers on value realization
	3.4	Describe the components of a Customer Health Score
	3.5	Describe customer engagement models (High, Mid, Low/Digital-touch)
	3.6	Explain how to translate health signals into Call to Actions (CTAs)
	3.7	Describe the purpose of internal playbooks for barrier resolution

20%	**4.0**	**Customer Success Management & Tooling**
	4.1	Explain the customer journey from pre-sales to renewal readiness
	4.2	Describe the Quarterly Success Reviews (QSRs) process and outcomes
	4.3	Explain the Partner Experience Platform (PXP)
	4.4	Describe the use of Lifecycle Advantage (LCA) and LCA-CS for digital guidance
	4.5	Explain how to track consumption using the Enterprise Agreement Workspace (EAWS)
	4.6	Describe the hierarchy of Smart Accounts, Virtual Accounts, and Licensing
15%	**5.0**	**Expand Opportunities & Recurring Revenue**
	5.1	Explain recurring revenue metrics: NRR, OTRR, ACV, TCV, and TTV
	5.2	Explain the purpose of an EA and True Forward
	5.3	Identifying expansion signals (Usage, Maturity, Strategic Pivot)
	5.4	Describe building a business case for expansion
	5.5	Document expansion opportunities in the CSP