

Cisco Customer Success Manager

Duration: 3 Days Course Code: DTCSM Version: 2.0

Overview:

The Cisco Customer Success Manager course gives you the confidence and competence to fulfil the Customer Success Manager (CSM) role successfully, helping your customers realize value from their solutions and achieve their business outcomes. The course offers experiential learning through practical exercises using situations based on real-life use cases and case studies. In this highly interactive course, you can practice and gain confidence in fulfilling core tasks using best-practice tools and methodologies while receiving feedback from the facilitator and your peers.

This course is based on the concept of the customer lifecycle and how to optimize that journey, increasing the value realized by the customer, and maximizing your likelihood to maintain their loyalty and renew or expand their business opportunities. This course prepares you for the Cisco Customer Success Manager Specialist certification exam.

This specialist-level course focuses on: Providing a thorough introduction, tools, concepts, and skills practice to prepare for the CSM role. Giving you experience with common practices and expected tasks, including confidence using terms such as Annual Recurring Revenue (ARR), Lifetime Customer Value LTCV, Available to Renew (ATR), and other key metrics.

Target Audience:

Individuals preparing for the Cisco Customer Success Manager Specialist certification and individuals who have experience working with customers to determine, measure and deliver business outcomes through the implementation of technology.

Objectives:

- **This course will help you:**
 - Understand key concepts and terminologies related to the CSM role
- Develop skills and knowledge around the increasingly crucial CSM role, which drives organizational and business outcomes from technology solutions in customer engagements
 - Prepare for the **Cisco Customer Success Manager** Specialist certification exam

Prerequisites:

Attendees should meet the following prerequisites:

This course has no formal prerequisites, but we recommend that you have:

- Experience with and interest in working with customers to determine, measure, and deliver business outcomes through the implementation of technology
- Time spent in a customer facing role, including technical sales, system engineering, or similar will be especially helpful

Testing and Certification

Recommended as preparation for the following exams:

- **820-605 CSM** - Cisco Customer Success Manager Specialist

Content:

Customer Success Concepts

- Overview of the Customer Success Industry
- Engaging with and Understanding the Customer

Enabling Success

- Developing Customer Success Plans
- Managing Stakeholders
- Driving Utilization and Value
- Monitoring Ongoing Customer Health (Health Index)
- Expansion and Renewal Motions
- Summary and Review

Case studies are used throughout the training to illustrate topics with concrete, relatable exercises.

Further Information:

For More information, or to book your course, please call us on 353-1-814 8200

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