

Cisco Customer Success Manager (DTCSM)

Course Duration: 32 Hours

Course code: DTCSM

1. Course Overview

The Cisco Customer Success Manager (DTCSM) course empowers professionals to confidently fulfill the role of a Customer Success Manager (CSM), driving customers to realize full value from Cisco solutions and helping them achieve their strategic business outcomes. This highly interactive, virtual course combines experiential learning, real-world case studies, and practical exercises to help learners apply industry best practices. Participants will gain competence in the tools, techniques, and methodologies used by successful CSMs to guide customers through the lifecycle journey, optimize value realization, and maintain high customer retention.

2. What you'll learn?

After completing this course you will be able to:

- Describe the role of the Customer Success Manager
- Describe the tools that the Customer Success Manager uses to ensure customer experience
- Describe the lifecycle approach to customer experience

3. 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.

4. Pre-Requisites

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

5. Course content

Transition to Subscription Economy

- Transition to a Subscription Economy
- Customer and Industry Trends
- Defining Customer Success and the CSM Role

Engaging the Customer for Success

- Engaging the Customer for Success
- Addressing Barriers

Customer Success Management Activities

- Success Plan Elements
- Customer Success Management Activities