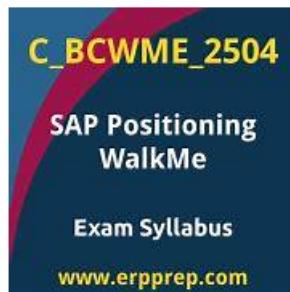


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Discovering the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the core understanding of WalkMe's platform, its primary features, and the problems it solves. Candidates are assessed on their ability to identify customer pain points and match them with WalkMe's digital adoption capabilities. It emphasizes foundational product knowledge and discovery techniques that align customer needs with potential WalkMe benefits.
Topic 2	<ul style="list-style-type: none">Positioning the WalkMe Solution: This section of the exam evaluates Digital Adoption Consultants and focuses on crafting compelling value propositions. It explores how to position WalkMe's unique selling points across industries and use cases. Emphasis is placed on aligning the solution with business goals, demonstrating ROI, and addressing competitive differentiators when presenting WalkMe to stakeholders.

Topic 3	<ul style="list-style-type: none"> • Selling the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the full selling cycle, including objection handling, negotiation, and closing strategies. It tests how well candidates can tailor their sales pitch, manage customer relationships, and use WalkMe success stories to support their case. This part highlights practical approaches for converting leads into long-term partnerships using a consultative sales model.
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SAP Certified Associate - Positioning WalkMe Sample Questions (Q14-Q19):

NEW QUESTION # 14

Which feature of WalkMe helps enterprises maintain consistent branding across tools to improve user adoption?

- A. Multi-Language
- **B. Theming**
- C. WalkMe Shield
- D. Discovery

Answer: B

NEW QUESTION # 15

A customer mentions they're facing challenges introducing new employees to a complex Software as a Service (SaaS) application. They report high training costs and low adoption rates. What WalkMe feature best addresses this challenge?

- A. Task Automation Tools
- B. Customizable Landing Pages
- C. Sentiment Analysis
- **D. Digital Onboarding and Training Modules**

Answer: D

Explanation:

The WalkMe feature that best addresses the challenge of introducing new employees to a complex SaaS application while reducing training costs and boosting adoption is:

B . Digital Onboarding and Training Modules

Why this is the best fit:

* These modules include tools like Smart Walk-Thrus, contextual SmartTips, and in-app training flows designed to guide employees step-by-step through tasks in real time.

* They help reduce manual efforts and training expenses while improving user adoption and productivity

Why not the other options:

* A. Sentiment Analysis - This analyzes user feedback and tone, not directly used for onboarding or initial training walkme.com.

* C. Customizable Landing Pages - These offer navigation aids but don't provide the interactive, guided training needed.

* D. Task Automation Tools - Useful for automating repetitive tasks, but not focused on supporting new employee onboarding and learning flows.

So, for addressing high training costs and low adoption rates in a SaaS rollout scenario, Digital Onboarding and Training Modules provide the ideal WalkMe solution.

NEW QUESTION # 16

What measures does WalkMe take to enhance data security for enterprise customers? Note: There are 3 correct answers to this question.

- A. Integrating multi-factor authentication for added security layers
- B. Modifying user environments for additional data privacy
- C. Following international privacy regulations to ensure compliance
- D. Offering localized data storage options based on regional requirements
- E. Utilizing advanced encryption methods to protect sensitive data

Answer: C,D,E

NEW QUESTION # 17

Which feature of WalkMe Discovery allows enterprises to gain insights to optimize their technology stack?

- A. Identifying all applications being used across the organization
- B. Reducing costs associated with hardware infrastructure
- C. Automating employee onboarding processes
- D. Providing forecasts for future revenue growth

Answer: A

Explanation:

The correct answer is:

D . Identifying all applications being used across the organization

Explanation

WalkMe Discovery offers enterprises full visibility into their technology stack by automatically discovering all web-based applications in use across the organization. It provides insights into which applications are used, by whom, and how frequently, enabling companies to optimize their software portfolio and eliminate underused or rogue tools.

Why the other options are incorrect:

* A. Automating employee onboarding processes - Not part of Discovery; this relates to WalkMe's guidance capabilities.

* B. Reducing costs associated with hardware infrastructure - Discovery focuses on software visibility, not hardware.

* C. Providing forecasts for future revenue growth - Discovery helps optimize current software investments but doesn't offer revenue forecasting.

Final Answer:

D . Identifying all applications being used across the organization.

NEW QUESTION # 18

Which of the following are strategic pillars of WalkMe's product strategy? Note: There are 3 correct answers to this question.

- A. Results
- B. Experience
- C. Data
- D. Action
- E. Integration

Answer: B,C,D

NEW QUESTION # 19

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