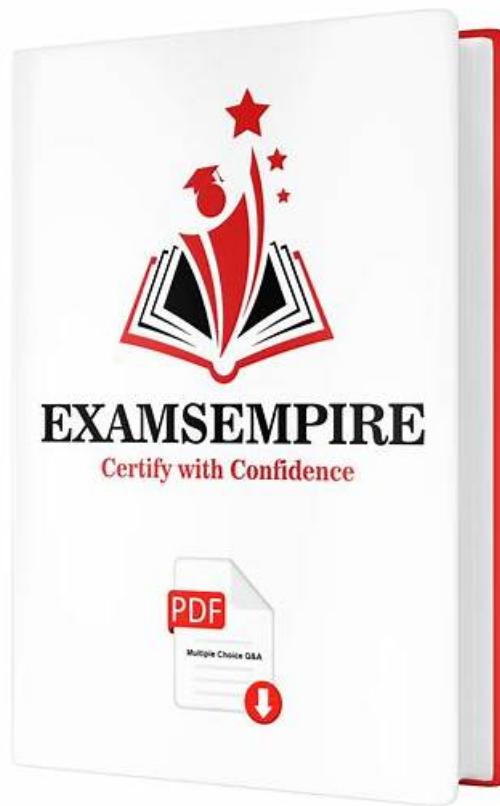


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## SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>

## SAP Certified Associate - Positioning WalkMe Sample Questions (Q11-Q16):

### NEW QUESTION # 11

What is the role of the WalkMe snippet in the deployment process?

- A. It ensures compatibility with all versions of application software
- B. It enables WalkMe content to be displayed over applications**
- C. It customizes content for each user group
- D. It secures user data through encryption

**Answer: B**

Explanation:

The primary role of the WalkMe snippet in the deployment process is:

B . It enables WalkMe content to be displayed over applications

Why this is correct

WalkMe's snippet is a small JavaScript snippet that's added to the application's codebase. It functions as the core mechanism that:

\* Loads and overlays WalkMe guidance (like Smart Walk-Thrus, tooltips, menus) onto target applications

\* Differentiates between Test and Production environments-only injected when appropriate-so content is shown in the correct setting.

Without the snippet, WalkMe content built in the Editor would not render within the application UI.

Why the other options are incorrect

\* A. Ensuring compatibility with all versions of application software

While snippet compatibility is important, its core function isn't version matching-it's content delivery.

\* C. Securing user data through encryption

Security and encryption are managed via WalkMe's backend, CDN delivery, and network infrastructure- not the snippet itself.

\* D. Customizing content for each user group

Segmentation and content targeting are handled by WalkMe's configuration (Conditions/Segments), not by the snippet.

Final Answer

B . It enables WalkMe content to be displayed over applications.

### NEW QUESTION # 12

What challenges does WalkMe address for enterprises adopting SAP S/4HANA? Note: There are 2 correct answers to this question.

- A. High software licensing costs
- B. Lack of third-party integrations
- C. Low user engagement and adoption rates**
- D. Difficulty in managing change management processes**

**Answer: C,D**

**NEW QUESTION # 13**

What is a primary benefit of WalkMe's Multi-Language feature for global enterprises?

- A. Automating compliance with international data privacy laws
- B. Allowing users to toggle between languages manually
- **C. Delivering consistent user experiences across diverse regions**
- D. Simplifying the deployment of WalkMe content across applications

**Answer: C**

**NEW QUESTION # 14**

Which market trend is most relevant to driving adoption for tools like WalkMe?

- A. Increasing investment in physical retail stores
- B. Preference for local software providers
- C. Rising popularity of traditional employee training methods
- **D. Global movement towards digital transformation**

**Answer: D**

Explanation:

The market trend most relevant to driving adoption for tools like WalkMe is:

- B. Global movement towards digital transformation
- Why It Matters
  - \* The worldwide shift toward digital transformation is the primary catalyst making Digital Adoption Platforms (DAPs) essential-organizations must ensure their tools are not just implemented, but also fully adopted by users.
  - \* WalkMe specifically addresses the "digital adoption gap" where companies invest heavily in digital tools but struggle to achieve actual usage-costing millions in productivity and ROI losses.
- Why the others aren't relevant
  - \* A. Preference for local software providers - While regional tools play a role, the dominant trend is global digital transformation driving homogeneous adoption needs.
  - \* C. Rising popularity of traditional employee training methods - Traditional training is declining; digital, in-app guidance is gaining momentum.
  - \* D. Increasing investment in physical retail stores - This is unrelated to software adoption and digital change initiatives.
- Summary
  - \* The dominant market force fueling WalkMe's growth and adoption is the global digital transformation movement-organizations need to bridge the gap between digital investment and actual user engagement.

Final Answer: B. Global movement towards digital transformation.

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

**Answer: C**

**NEW QUESTION # 16**

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