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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
Topic 3	<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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q26-Q31):

NEW QUESTION # 26

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Time & Materials Engagement
- B. WalkMe Shield
- C. Digital Experience Analytics
- **D. Activation SKU**

Answer: D

NEW QUESTION # 27

What role does WalkMe's Action pillar serve?

- A. To provide real-time analytics for identifying inefficiencies
- B. To ensure intuitive user experiences
- **C. To create workflows and guidance content quickly**
- D. To automate application updates

Answer: C

NEW QUESTION # 28

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

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

Answer: A,B,C

Explanation:

The correct strategic pillars of WalkMe's product strategy are:

A. Action

This pillar encompasses tools for building and deploying in-app guidance and automations—such as workflows, tooltips, and Notifications—to help users take action and complete tasks efficiently.

D. Experience

Focuses on crafting engaging, user-centric in-app experiences—covering Smart Walk-Thrus, conversational assistants, theming, and workstation support—for a seamless adoption journey.

E. Data

Centers on powerful analytics, behavior insights, flow diagnostics, and custom dashboards that help organizations uncover friction

and optimize tool usage.

Why not the others?

* B. Integration - While integrations are part of the platform, they aren't labeled as a core strategic pillar.

* C. Results - This reflects outcomes rather than a foundational pillar in the product framework.

Final Answer: A, D, and E.

NEW QUESTION # 29

Why do organizations invest in Digital Adoption Platforms (DAP) like WalkMe?

- A. To automate payroll and HR processes for efficiency
- B. To replace outdated hardware systems with modern alternatives
- C. To improve user adoption and ensure maximum ROI on technology investments
- D. To reduce the need for IT support during software rollouts

Answer: C,D

Explanation:

From insights on learning.sap.com, organizations invest in Digital Adoption Platforms (DAPs) like WalkMe primarily to:

A. To improve user adoption and ensure maximum ROI on technology investments WalkMe addresses low adoption rates, streamlines workflows, and helps customers fully realize the value of their digital tools-all contributing to improved ROI

B. To reduce the need for IT support during software rollouts

WalkMe provides in-app guidance and self-service options like Smart Walk-Thrus and SmartTips that empower users to learn independently and reduce reliance on IT support

Not the primary reasons:

* C. To replace outdated hardware systems with modern alternatives

WalkMe focuses on software adoption and usage optimization-not on hardware refreshes.

* D. To automate payroll and HR processes for efficiency

While WalkMe can guide users through HR software, its mission isn't centered on HR automation itself.

In Summary:

Objective WalkMe's Role

Improve user adoption & maximize ROI Guided adoption, analytics, and reducing friction Reduce IT support during rollouts Self-service walkthroughs and contextual help So, the correct answers are A and B.

NEW QUESTION # 30

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

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

Answer: A,B,C

NEW QUESTION # 31

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