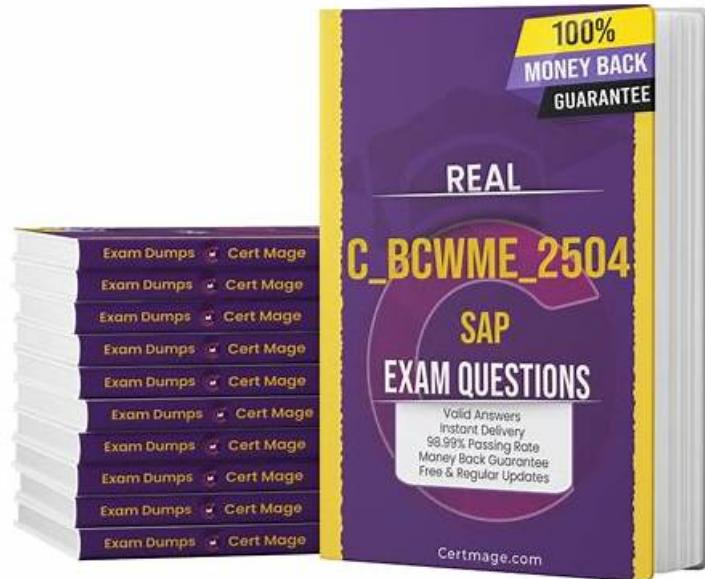


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SAP C_BCWME_2504 Exam Syllabus Topics:

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"> 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 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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q14-Q19):

NEW QUESTION # 14

What percentage of digital transformation initiatives fail to meet their goals due to poor tool adoption?

- A. 50%
- B. 30%
- C. 90%
- D. 70%**

Answer: D

NEW QUESTION # 15

What is included in WalkMe's embedded content provided with SAP applications?

- A. The full suite of WalkMe features
- B. Basic guidance like help menus and tooltips**
- C. Comprehensive analytics and insights
- D. Customizable digital adoption content

Answer: B

Explanation:

The correct answer is:

C . Basic guidance like help menus and tooltips

Explanation

According to SAP's documentation, when WalkMe is embedded within SAP applications (such as SuccessFactors or S/4HANA), users are provided with contextual, in-app guidance features-including smart walkthroughs, tooltips, task lists, and on-demand help menus. These are considered "basic guidance" rather than the full breadth of WalkMe's platform capabilities.

Why the other options are incorrect

* A. The full suite of WalkMe features

Embedded WalkMe content delivers a subset focused on guidance-not the full product suite.

* B. Comprehensive analytics and insights

While analytics are available in the platform, they are not part of the embedded content. Those insights are part of the broader WalkMe offering outside the embedded scope.

* D. Customizable digital adoption content

Customized training and adoption flows are built and managed in the full WalkMe platform-not included in the out-of-the-box embedded offering.

NEW QUESTION # 16

Which of the following are measurable impacts delivered by WalkMe? Note: There are 3 correct answers to this question.

- A. Reduction in compliance-related issues through automatic insights
- B. Faster and more flexible product delivery
- C. Elimination of all R&D costs within enterprises
- D. Increased employee productivity through streamlined workflows
- E. Enhanced user satisfaction through NPS and CSAT improvements

Answer: A,D,E

Explanation:

Here are three measurable impacts delivered by WalkMe, based on learning.sap.com and supporting sources:

C. Reduction in compliance-related issues through automatic insights

WalkMe's analytics surface compliance gaps and user deviations—automatically identifying and guiding users away from risky or unauthorized actions, thereby reducing compliance-related issues.

D. Increased employee productivity through streamlined workflows

WalkMe captures friction points within workflows—then resolves them with automation and in-app guidance, helping employees work faster and smarter

E. Enhanced user satisfaction through NPS and CSAT improvements

WalkMe supports in-app surveys, including CSAT and NPS, empowering teams to measure sentiment and deliver experiences that improve satisfaction scores

Why the other options don't fit:

* A. Faster and more flexible product delivery - This is a strategic benefit but not a directly measured outcome typically highlighted by WalkMe.

* B. Elimination of all R&D costs within enterprises - That's unrealistic and not claimed by WalkMe.

C Final Answer:

C, D, and E.

NEW QUESTION # 17

What percentage of digital transformation initiatives fail to meet their goals due to poor tool adoption?

- A. 0.9
- B. 0.3
- C. 0.7
- D. 0.5

Answer: C

Explanation:

The correct answer is B. 0.7 (i.e., 70%).

Studies cited on learning.sap.com indicate that roughly 70% of digital transformation initiatives fail to meet their objectives, and a major reason behind this is poor user adoption of tools.

NEW QUESTION # 18

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

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

Answer: A

Explanation:

The correct answer is: D

D . Theming

Explanation

According to SAP's training materials on learning.sap.com, WalkMe's Theming feature is specifically designed to help enterprises

maintain consistent branding across tools. This feature ensures that WalkMe elements—such as tooltips, walk-thrus, and help menus—seamlessly integrate with the look and feel of existing applications. By aligning colors, fonts, and overall design, Theming significantly boosts user trust and adoption rates.

□□ Why the other options are incorrect

- * A. Multi-Language: Enables content translation and localization, but doesn't impact branding aesthetics.
- * B. WalkMe Shield: Specialized in automation testing and content validation-not for styling or branding.
- * C. Discovery: Focuses on identifying unused software and compliance risks, not UI customization or branding.

Final Answer:

D . Theming - it ensures consistent branding across tools, which helps improve user adoption and engagement.

NEW QUESTION # 19

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